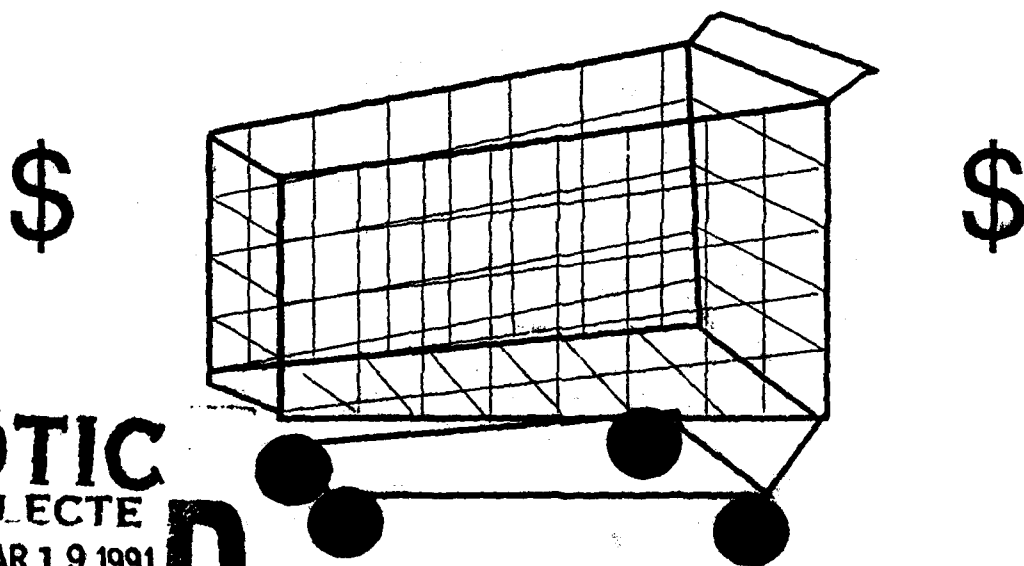


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SHOPPING SURVEY
of the
MILITARY CONSUMER
at
WHITEMAN AIR FORCE BASE



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MAR 19 1991

Conducted by the Staff
of the
Whiteman Area Steering Council

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Robert E. Pulliam
William R. Dudge
Mary Beth Schroeder

February 21, 1991

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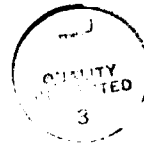
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SHOPPING SURVEY
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MILITARY CONSUMER
at
WHITEMAN AIR FORCE BASE

February 21, 1991



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This survey was prepared by staff of the Whiteman Area Steering Council with financial support provided by the Office of Economic Adjustment, Department of Defense. The content reflects the views of the Whiteman Area Steering Council and does not necessarily reflect the views of the Office of Economic Adjustment.

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ACKNOWLEDGEMENTS

This survey was carried out with assistance from the Small Business Development Center, Central Missouri State University (CMSU), Randee J. Brady, Coordinator of Small Business Development; and with the cooperation and assistance of the United States Air Force, Whiteman Air Force Base (AFB), Colonel Ron Anthony, 351 CSG/CC.

BACKGROUND

The Whiteman AFB military community, made up of active duty and retired military personnel and their dependents, constitutes a highly significant retail spending force within the region. The size of the Whiteman military community is estimated at 16,000 individuals within a 40-mile radius of the base (source: Whiteman AFB Hospital records).

To better understand the desires and needs of consumers, surveys are taken so that the results can be studied and analyzed, and adjustments made to fulfill consumer desires and needs within the capacities of the businesses.

To assist businesses within the Whiteman AFB area and to assist the base leadership in better understanding the needs of their personnel, a study of the shopping habits and opinions of active duty and retired military persons was carried out by the Whiteman Area Steering Council (WASC). The study was conducted by the WASC staff in coordination with the Small Business Development Center.

OBJECTIVES

This study was specifically designed to answer the following questions:

1. What are the demographic characteristics of the military consuming community?
2. What products/services are purchased on-base?
3. What products/services are purchased off-base?
4. When products/services are purchased off-base, what is purchased where?
5. What are the perceived reasons for shopping on- and off-base?
6. What days and hours are most convenient for shopping by the military consumer?

METHODOLOGY

In November and December 1990, a questionnaire was developed with the assistance of the Small Business Development Center, CMSU, Warrensburg, Missouri. The survey was distributed or mailed to 520 persons. Of this total, 400 questionnaires were distributed to active duty military persons assigned to Whiteman AFB, Missouri, and returned through the base mail distribution center. An additional 120 questionnaires were mailed to retired persons living within six ZIP codes in the Whiteman AFB area. All questionnaires stressed the anonymous nature of the survey. Included with the questionnaire and cover letters for retired persons was a postage-paid envelope addressed to the WASC for the respondents' convenience.

The mix of active duty and retired personnel helped to create an even-age mixture similar to a civilian population.

Each questionnaire contained two cover letters. The first letter (see Attachment C) was from the Base Commander of Whiteman AFB. The second letter was from the WASC Executive Director, and was in two forms, the first sent to active duty military personnel (see Attachment A) and the second to retired personnel (see Attachment B). Each cover letter stressed the importance of completing the questionnaire and returning it, and thanked them for providing the information.

The returned questionnaires were then tabulated by the WASC staff using a computer spreadsheet program; written comments were recorded using a computer word processing program. The final report was completed using a computer desktop publishing program.

QUESTIONNAIRE DEVELOPMENT

The preliminary questionnaire was closely patterned after the Knob Noster, Sedalia and Warrensburg Outshopping Studies completed in 1989 and 1990 by the Small Business Development Center, CMSU. Since commercial-like establishments exist on-base and are mainly available only to active duty and retired personnel, the questions were altered to reflect the desired information for both on- and off-base shopping habits.

To insure a representative sampling of respondents, careful consideration was taken in targeting the sampling. Active duty personnel surveyed were based on the total personnel assigned to Whiteman AFB and divided into four categories: Officers, senior non-commissioned officers, non-commissioned officers, and airmen. The distribution to these personnel was one survey per eight persons in each category. The respondents for retired personnel surveyed were based on the mailing lists of six selected ZIP codes; in addition, the mailing lists made it possible to separate retired personnel into three categories: Officers, senior non-commissioned officers, and non-commissioned officers. The distribution to these personnel was one survey per six persons.

LIMITATIONS

Four questions created problems for the respondents and resulted in less than satisfactory answers. They were:

1. Question #14: The lack of clarity in this question resulted in many improper answers. The respondents tended to rate all cities either 1, 2, or 3, whereas the desired result was to rate only their top three choices. Also, many respondents only listed their first choice.

2. Question #16: This question, similar in nature to #14, suffered from the same lack of clarity and resulted in improper answers.

3. Question #17: This question shared the clarity problems of questions #14 and #16.

4. Question #18: All categories were not completed for both on-base and off-base, since in many cases they were not appropriate to the respondent's situation, e.g., single men do not often buy children's clothes. The high no response in the alcoholic beverages category can be attributed to a large negative response toward the purchase of alcoholic beverages.

NOTE: Due to rounding in the survey attachments, some percentages were adjusted up or down to total 100%. No adjustment was greater than 0.2% in any result. No adjustment was made to the actual number of responses to any question.

RESPONSE

Of the 520 questionnaires distributed, 396 completed questionnaires were received, representing a 76.2% response rate. Of the completed questionnaires received, 122 or 30.8% contained written comments. The following is a breakdown of the 520 questionnaires sent and received:

	NUMBER SENT	NUMBER RETURNED	PERCENT- AGE	SURVEYS WITH COMMENTS	PERCENT- AGE
Active Duty					
ON-base	168	116	69.0%	35	30.2%
OFF-base	232	188	81.0%	57	30.3%
Retired					
Knob Noster Area	50	38	76.0%	14	36.8%
Other than Knob Noster Area	70	54	77.1%	16	29.6%
TOTAL	520	396	76.2%	122	30.8%

FINDINGS

The attachments containing the respondents' answers are divided into five separate sets of data. They are:

1. Attachment D: Summary of all responses
2. Attachment E: Summary of active duty military living on-base
3. Attachment F: Summary of active duty military living off-base
4. Attachment G: Summary of retired military living in Knob Noster area
5. Attachment H: Summary of retired military living in other than the Knob Noster area

The following findings present a summary of all respondents. For further information about specific sub-populations, consult Attachments E through H.

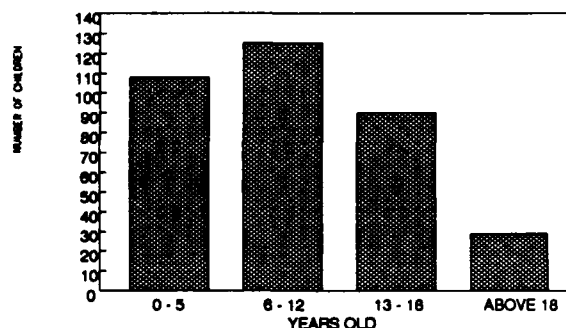
IDENTIFICATION

The first ten questions of the shopper's survey were used to identify the respondents to the survey.

The identification of the 396 respondents to the shoppers' survey reveals that 84.6% are male and 15.4% female. Of this group 69.7% are married and 30.3% single. Of the 276 married respondents, 41.8% of their spouses work full-time, 29.5% of their spouses work part-time, and 28.7% of the spouses do not work at all. One respondent did not answer the question.

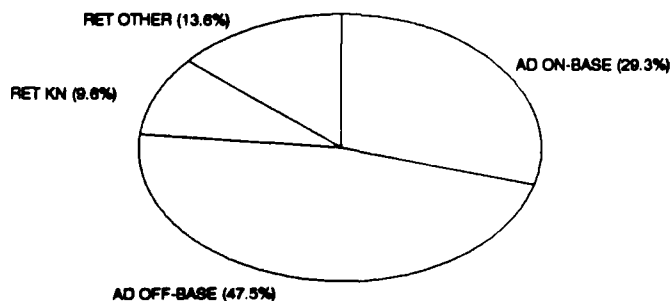
Respondents indicated that 50.3% of the households are without children and 49.7% include children. The 197 households with 352 children (average of 1.8 per household) can be divided into four age categories: (1) birth to 5 years of age - 108 children, (2) age 6 to 12 - 125 children, (3) age 13 to 18 - 90 children, and (4) age 19 and above - 29 children.

AGE DISTRIBUTION OF CHILDREN



STATUS OF RESPONDENTS

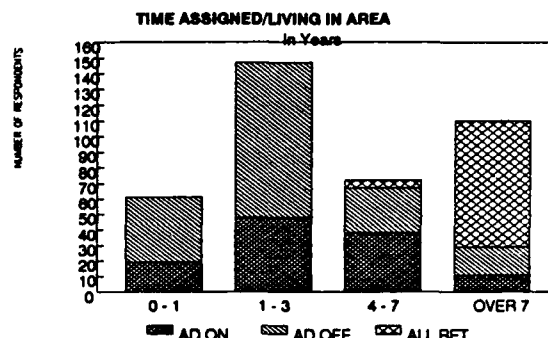
AD = Active Duty



Of the 396 respondents, 29.3% are active duty military personnel living on-base, 47.5% are active duty personnel living off-base, 9.6% are retired military personnel living in the Knob Noster area (mailing address was a 65336 zip code), and 13.6% are retired military personnel living outside the Knob Noster area but within 50 miles of Whiteman AFB. Of the 396 respondents, 116 live on base. The driving

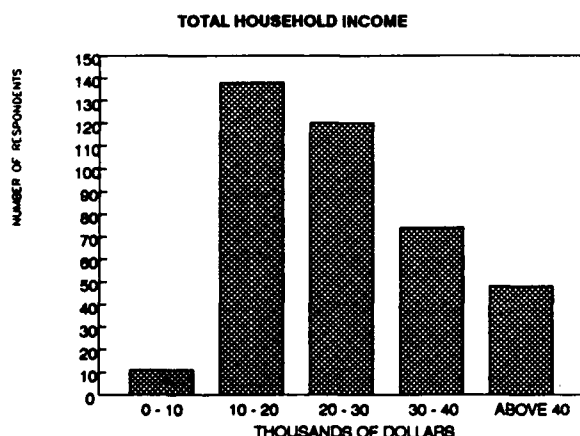
distance from Whiteman AFB for the remaining 280 respondents was divided into six categories: (1) 50% live within 10 miles, (2) 32% live from 10 to 20 miles, (3) 7.2% live 20 to 30 miles, (4) 3.6% live 30 to 40 miles, (5) 7.2% live a distance greater than 40 miles, and (6) 2 persons did not answer the question. Therefore 255 or 72.4% of all the respondents either live on-base or within 10 miles of the base.

Question #6 was used to determine the time assigned to Whiteman AFB by active duty military personnel and the time lived in the area by retired military personnel. Those respondents assigned/living less than one year: 61, one to three years: 147, four to seven years: 72, over seven years: 110, and 6 of the respondents did not answer this question.



The respondents were divided into seven age groups: 14.9% are 17 to 23 years old, 30.1% are 24 to 29 years old, 25.5% are 30 to 39 years old, 12.6% are 40 to 49 years old, 6.6% are 50 to 59 years old, 9.8% are 60 or older, and 0.5% did not answer this question. Therefore 279 or 70.5% of all the respondents are under the age of 40.

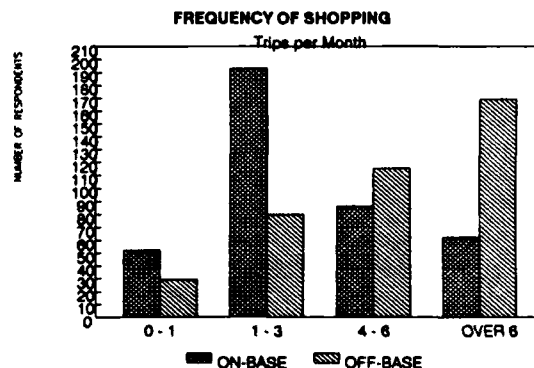
The level of education obtained by the respondents is: 26.8% have a high school (or GED equivalent) level, 40.4% have some college education but less than two years, 10.4% have a two-year college degree, 13.4% have a four-year college degree, 8.5% have a college graduate degree, and 0.5% did not answer this question. It should be noted that no respondent had less than a high school (GED) education.



The total household income for the past year for all respondents was: 11 make less than \$10,000, 138 make between \$10,000 and \$19,999, 120 make between \$20,000 and \$29,999, 74 make between \$30,000 and \$39,999, 48 make \$40,000 and above, and 5 did not answer this question. Therefore 258 or 65.1% of the respondents are making between \$10,000 and \$29,999 total household income per year. The 258 respondents in the \$10,000 to \$29,999 category can be further divided into 221 (85.7%) active duty military and 37 (14.3%) retired military.

ON-BASE SHOPPING

The frequency of on-base shopping was: 13.1% shop less than once per month, 48.7% shop from one to three times per month, 21.7% shop from four to six times per month, 15.7% shop more than six times per month, and 0.8% did not respond to the question. Even though 255 respondents either live on-base or within 10 miles of the base, the shopping frequency shows that almost half (48.7%) of all the respondents



shop less than once per week on-base.

Base shopping facilities were rated in seven areas by the respondents. Their ratings range from very good to very poor. The first area rated was competitive prices, 52.5% of the respondents rate prices as good or very good, 44.7% rate them fair and below, with 2.8% not answering the question. In the area of adequate parking, 53.8% rate parking as very good to good, whereas 44.7% rate parking as fair and below, and 1.5% failed to respond. NOTE: During the survey period, a major parking area located between the Commissary and Base Exchange was not available for use due to construction at the Commissary. The product/service selection category received only a 28.3% very good to good rating and 69.2% in the fair and below ratings; 2.5% did not answer the question. The lack of product selection and service received one of the highest number of written comments. Convenience of locations received 70.4% in the very good to good rating, 26.8% in the fair and below ratings, and 2.8% failed to respond. Convenience of hours received 52.9% in the very good to good rating, 45.1% in the fair and below ratings, and 2% did not answer the question. Financing/terms of payment received 49.4% in the very good to good rating, 40.2% in the fair and below rating, and 10.4% failed to respond. The use of credit cards resulted in 72.2% in the very good to good rating, 15.2% in the fair and below rating, and 12.6% did not answer the question.

Question #19 asked what time/day was most convenient for them to shop on-base. It was divided into three time blocks covering the seven days of the week, for a total of 21 time/day blocks. Eight time/day blocks stood out as most convenient for shopping. They were: Monday through Friday 4 pm to 9 pm (five blocks), Saturday 9 am to 4 pm (two blocks), and Sunday 1 pm to 4 pm (one block). The response to these eight time/day blocks was on the average three times greater than the other 13 time/day blocks.

OFF-BASE SHOPPING

The frequency of shopping off-base was: 7.3% shop less than once per month, 20.2% shop from one to three times per month, 29% shop from four to six times per month, 42.7% shop more than six times per month, and 0.8% did not respond to the question. Whereas almost half (48.7%) of all respondents shop on-base less than once per week, we find that 71.7% of the respondents shop once or more per week off-base. NOTE: See Frequency of Shopping graph for comparison.

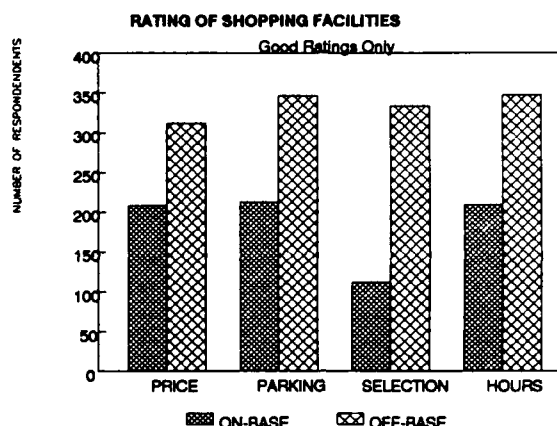
In trying to ascertain which communities were the most favored shopping alternatives for the military consumer, the following communities were listed in the questionnaire: Columbia, Kansas City, Knob Noster, Sedalia, and Warrensburg. Respondents were also invited to list other choices and to specify them. More cities were not listed due to the desire to keep the alternatives to a reasonable number and to keep the number of improper answers to a minimum. Kansas City and Columbia were included as "regional" shopping alternatives.

When asked where (what city) they shopped most frequently off-base, the first choice was Warrensburg which received 60.1%. The second choice was not as conclusive: Kansas City received 30.3% and Sedalia 23.5%. The third choice confirmed Sedalia and Kansas City as strong shopping alternatives with Sedalia receiving 27% and Kansas City 23.7%. The third choice also had 27.3% improper answers. Other communities receiving mention include: Belton, Blue Springs, Clinton, Concordia, Higginsville, Jefferson City, Laurie, Marshall, Nevada, Odessa,

Springfield, Windsor, and some cities out-of-state. NOTE: See Limitations concerning the second and third choice for question #14.

Off-base shopping facilities in the city where the respondent shopped were rated in seven areas. Their ratings ranged from very good to very poor. The first area rated was competitive prices, 78.7% of the respondents rate prices as good or very good, 21% rate them from fair down, with 0.3% not answering the question. In the area of adequate parking, they rate parking 87.4% in the very good to good category, whereas 12.1% rated parking as fair and below and 0.5% failed to respond. The product/service selection category received 84.1% in the very good to good rating, 13.4% in the fair and below ratings and 0.5% did not answer the question. Convenience of locations received 71.6% in the very good to good rating, 27.4% in the fair and below ratings and 1% failed to respond. Convenience of hours received 87.6% in the very good to good rating, 12.1% in the fair and below ratings, and 0.3% did not answer the question. The area of financing/terms of payment received 60.9% in the very good to good rating, 29.3% in the fair and below rating, and 9.8% failed to respond. The use of credit cards resulted in 81.6% in the very good to good rating, 8.3% in the fair and below rating, and 10.1% did not answer the question.

Each of the seven areas rated was higher in the off-base communities compared to on-base facilities. The four major areas where there were significant differences in the very good to good categories favoring off-base shopping were: (1) 26.3% higher rating in competitive price, (2) 33.6% higher rating in adequate parking, (3) 55.8% higher rating in product/service selection, and (4) 34.7% higher rating in convenience of hours. In setting out these distinctions, it must be remembered that off-base facilities will always be larger and more extensive than on-base facilities.



When asked where (what city) they spend the most money off-base (question #16), the first choice was Warrensburg which received 50.3%. In the second choice, Kansas City received 32.5%, Sedalia 19.7% and Warrensburg 18.7%. In third choice answers, Sedalia received 29.8%, Kansas City 16.9% and Knob Noster 14.4%. The third choice also had 26% improper answers. Other cities mentioned include Belton, Blue Springs, Booneville, Clinton, Concordia, Higginsville, Jefferson City, Laurie, Nevada, Odessa, Springfield, and some cities out-of-state. Comparing the answers from question #14 (where do you shop most frequently off-base) and question #18 (where do you spend the most money) is instructive. Even though the responses to question #16 bear some similarity to the answers to question #14, there is clear evidence that there are significant choices being made for high dollar purchases. Further distinctions can be made by studying the responses to question #18, which asks respondents to list where they make purchases for specific items/services. NOTE: See Limitations concerning the second and third choice for question #16.

In question #17, the respondents were asked to rank the three main reasons why they shop off-base. They were given eleven possible answers plus an "other" category in which they were to briefly list that reason. The first choice was non-availability of products/services on-base which received 26.9%. Second choice was divided between wider product selection at 18% and non-

availability of products/services on-base at 17.6%. The third choice was wider product selection at 17.5%. A second look at the results of this question provides greater clarity. By looking at each of the eleven possible answers and what percentage of total responses they received, we find that non-availability of products/services on-base received a total of 54.6% of all responses, wider product selection received a total of 49.3% of all responses, and low prices received a total of 33.4% of all responses. From the results of question #17 (main reasons the respondent shops off-base), we find the respondents showing a strong tendency to shop off-base because of the non-availability of products/services on-base, a desire for wider product selection, and the mobility of the military consumer. NOTE: See Limitations concerning this question.

In question #18, the respondents were asked where they made purchases of 21 specific products/services. The respondents were asked to choose between on-base and five off-base communities, and had the option of specifying an off-base choice not listed. The top five choices on-base were groceries (299 responses), over-the-counter drugs (270 responses), personal care products (263 responses), barber/hair styling (203 responses), and dry cleaning (187 responses). The top three choices for Knob Noster were barber/hair styling (78 responses), dry cleaning (78 responses), and banking (58 responses). The top three choices for Warrensburg were hardware (168 responses), dining out (165 responses), and auto parts and accessories (148 responses). The top three choices for Sedalia were furniture (88 responses), dining out (57 responses), and hardware (48 responses). The top three choices for Kansas City were women's apparel (152 responses), men's apparel (149 responses), and shoes (135 responses). This table deserves careful attention by retailers: an intimate knowledge of the shopping preferences of the military consumer for specific products and services can be gained through its study. Other cities mentioned include: Blue Springs, Clinton, Concordia, Eldon, Jefferson City, Lamonte, Laurie, Nevada, Springfield, St. Joseph, St. Louis, Windsor, and some cities out-of-state. Other facilities mentioned include: R-G Federal Credit Union. NOTE: See Limitations concerning this question.

Question #20 asked what time/day was most convenient for military consumers to shop off-base. It was divided into three time blocks covering the seven days of the week, for a total of 21 time/day blocks. Eight time/day blocks stood out as top choices. They were: Monday through Friday, 4 PM to 9 PM (five blocks), Saturday, 1 PM to 9 PM (two blocks), and Sunday, 1 PM to 4 PM (one block). The response to these eight time/day blocks was on the average six times greater than the other 13 time/day blocks.

It's worth noting that the answers to question #19 (time/day preference for on-base shopping) and #20 are nearly identical with the exception that the respondents preferred Saturday morning for shopping on-base and Saturday evening for shopping off-base. Also, it should be noted that there were 35 written comments concerning the need for expanding the hours of businesses both on- and off-base.

S A M P L E

(Whiteman Area Steering Council Letterhead)

(This letter was attached to all surveys sent to active duty military personnel)

Dear Whiteman Survey Participant:

We're asking you to take the time (approximately 15 minutes) to complete the shopping survey, and to return it to us in the attached envelope.

We're asking you to complete the survey for two good reasons:

- (1) to help us learn your on- and off-base shopping needs, and**
- (2) to help area merchants and communities better meet your needs.**

You and the other personnel stationed at Whiteman AFB are important members of our regional community. We realize that you have particular shopping needs related to the hours you work, your pay grade, your family size and other considerations. What we don't know is how those considerations specifically affect your needs. This survey is the best way we know to find out.

Only a small, but representative, sampling of the Whiteman AFB community is being surveyed. That makes it even more important that you take the time to answer and return this document.

Your reply will be completely confidential - no names are requested on the completed form.

Please help us to help you, and complete and return the survey today. Thank you.

Sincerely Yours,

**Bob Pulliam
Executive Director**

S A M P L E

(Whiteman Area Steering Council Letterhead)

(This letter was attached to all surveys sent to retired personnel)

Dear Whiteman Survey Participant:

We're asking you to take the time (approximately 15 minutes) to complete the shopping survey, and to return it to us in the postage-paid envelope.

We're asking you to complete the survey for two good reasons:

- (1) to help us learn your on- and off-base shopping needs, and
- (2) to help area merchants and communities better meet your needs.

You and the other retired personnel living in the Whiteman AFB area are important members of our regional community. We realize that you have particular shopping needs related to the hours you work, your pay grade, your family size and other considerations. What we don't know is how those considerations specifically affect your needs. This survey is the best way we know to kind out.

Only a small, but representative, sampling of the Whiteman AFB regional community is being surveyed. That makes it even more important that you take the time to answer and return this document.

Your reply will be completely confidential - no names are requested on the completed form.

Please help us to help you, and complete and return the survey today. Thank you.

Sincerely Yours,

Bob Pulliam
Executive Director

S A M P L E

(Headquarters 800th Combat Support Group Letterhead)

(This letter was attached to all surveys)

Survey Participants

1. The Whiteman Area Steering Council was formed to deal with the issues of growth in the surrounding communities caused by the B-2 buildup. The council represents over 300 community leaders from 5 counties around Whiteman AFB. Their current project is a comprehensive plan for community improvement. You are being asked to take part in that project by answering the attached survey questions. Your responses will give area merchants and community leaders a better understanding of your needs and help them to provide ways of meeting those needs.
2. Only 520 surveys are being distributed. For this reason, it is extremely important for you to complete the survey and return it in the postage paid envelope immediately. I highly encourage you to take a few minutes of your time to help make the Whiteman community an even better place in the future.
3. My point of contact is Major Tommy D. Harris. You may direct any questions or comments to him at 687-6161 during duty hours or 429-6808 after duty hours. I sincerely appreciate your cooperation.

RON A. ANTHONY, Colonel, USAF
Commander

SHOPPER'S SURVEY
Summary of All Responses

1. Please indicate whether you are:

A.	335	84.6%	Males
B.	61	15.4%	Females

2. Please indicate whether you are:

A.	276	69.7%	Married
B.	120	30.3%	Single

3. Please indicate the number of children you have in your household in the following age categories.

A.	197	49.7%	Households WITH children
B.	199	50.3%	Households WITHOUT children
	108	30.7%	Birth to 5 years old
	125	35.5%	6 - 12 years old
	90	25.6%	13 - 18 years old
	29	8.2%	19 and above

4. Please indicate your status.

A.	116	29.3%	Active duty military living ON-base
B.	188	47.5%	Active duty military living OFF-base
C.	38	9.6%	Retired military living in Knob Noster area
D.	54	13.6%	Retired military living in other than Knob Noster area

5. If you live ON-base go to question 6, if you live OFF-Base, indicate the approximate driving distance you live from Whiteman AFB.

A.	116		Personnel living ON-Base
B.	139	50.0%	Within 10 miles
C.	89	32.0%	10 - 20 miles
D.	20	7.2%	20 - 30 miles
E.	10	3.6%	30 - 40 miles
F.	20	7.2%	Greater than 40 miles
G.	2		No response

6. For Military personnel, indicate the time you have been assigned to Whiteman. For Retired personnel, indicate the time you have lived in this area.

A.	61	15.4%	Less than one year
B.	147	37.1%	One to three years
C.	72	18.2%	Four to seven years
D.	110	27.8%	Over seven years
E.	6	1.5%	No response

7. Which of the following age groups describe your age?

A.	59	14.9%	17 - 23
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B.	119	30.1%	24 - 29
C.	101	25.5%	30 - 39
D.	50	12.6%	40 - 49
E.	26	6.6%	50 - 59
F.	39	9.8%	60 or older
G.	2	0.5%	No response

8. Please indicate whether your spouse works.

A.	115	41.8%	Full-time
B.	81	29.5%	Part-time
C.	79	28.7%	Does not work
D.	120		No spouse
E.	1		No response

9. What was your total household income for the past year?

A.	11	2.8%	0 - \$9,999
B.	138	34.8%	\$10,000 - \$19,999
C.	120	30.3%	\$20,000 - \$29,999
D.	74	18.7%	\$30,000 - \$39,999
E.	48	12.1%	\$40,000 - or more
F.	5	1.3%	No response

10. What is the highest level of education you have completed?

A.	0	0.0%	Less than High School
B.	106	26.8%	High School (including GED)
C.	160	40.4%	Less than two years of college
D.	41	10.4%	Two year college degree
E.	53	13.4%	Four year college degree
F.	34	8.5%	Graduate Degree
G.	2	0.5%	No response

11. How many times do you and your spouse usually shop ON-base?

A.	52	13.1%	Less than once a month
B.	193	48.7%	One to three times a month
C.	86	21.7%	Four to six times a month
D.	62	15.7%	More than six times a month
E.	3	0.8%	No response

12. Rate the Base shopping facilities in the following areas: (please put a check in the area that indicates your rating.)

Very Good	Good	Fair	Poor	Very Poor	No Response	
44	164	137	33	7	11	Competitive prices
46	167	100	56	21	6	Adequate parking
25	87	171	79	24	10	Product/Service selection
65	214	90	15	1	11	Convenience of locations
32	177	115	54	10	8	Convenience of hours
38	158	119	32	8	41	Financing/terms of payment
71	215	54	1	5	50	Use of Credit Cards

Very Good	Good	Fair	Poor	Very Poor	No Response	
11.1%	41.4%	34.6%	8.3%	1.8%	2.8%	Competitive prices
11.6%	42.2%	25.3%	14.1%	5.3%	1.5%	Adequate parking
6.3%	22.0%	43.2%	19.9%	6.1%	2.5%	Product/Service selection
16.4%	54.0%	22.7%	3.8%	0.3%	2.8%	Convenience of locations
8.1%	44.8%	29.0%	13.6%	2.5%	2.0%	Convenience of hours
9.6%	39.8%	30.1%	8.1%	2.0%	10.4%	Financing/terms of payment
17.9%	54.3%	13.6%	0.3%	1.3%	12.6%	Use of Credit Cards

13. How many times do you and your spouse usually shop OFF-base?

A.	29	7.3%	Less than once a month
B.	80	20.2%	One to three times a month
C.	115	29.0%	Four to six times a month
D.	169	42.7%	More than six times a month
E.	3	0.8%	No response

14. Please rate where you shop most frequently OFF-base. "1" for most frequent, "2" for second most frequent, and "3" for third most frequent.

First	Second	Third	
1	5	10	Columbia
53	120	94	Kansas City
30	39	44	Knob Noster
45	93	107	Sedalia
238	62	19	Warrensburg
13	7	14	Other (please specify)
16	70	108	Improper Answer

First	Second	Third	
0.3%	1.3%	2.5%	Columbia
13.4%	30.2%	23.8%	Kansas City
7.6%	9.8%	11.1%	Knob Noster
11.4%	23.5%	27.0%	Sedalia
60.0%	15.7%	4.8%	Warrensburg
3.3%	1.8%	3.5%	Other (please specify)
4.0%	17.7%	27.3%	Improper Answer

15. Please rate the shopping facilities of the city where you shop most frequently (from question 14) OFF-base. (Please put a check in the area that indicates your rating.)

Very Good	Good	Fair	Poor	Very Poor	No Response	
90	222	78	4	1	1	Competitive prices
106	240	42	6	0	2	Adequate parking
131	202	51	9	1	2	Product/Service selection
89	195	87	20	1	4	Convenience of locations
130	217	42	6	0	1	Convenience of hours
58	183	102	10	4	39	Financing/terms of payment
125	198	29	2	2	40	Use of Credit Cards

Very Good	Good	Fair	Very Poor	No Poor	Response	
22.7%	56.0%	19.7%	1.0%	0.3%	0.3%	Competitive prices
26.8%	60.6%	10.6%	1.5%	0.0%	0.5%	Adequate parking
33.1%	51.0%	12.8%	2.3%	0.3%	0.5%	Product/Service selection
22.5%	49.1%	22.0%	5.1%	0.3%	1.0%	Convenience of locations
32.8%	54.8%	10.6%	1.5%	0.0%	0.3%	Convenience of hours
14.7%	46.2%	25.8%	2.5%	1.0%	9.8%	Financing/terms of payment
31.6%	50.0%	7.3%	0.5%	0.5%	10.1%	Use of Credit Cards

16. Please estimate (roughly) where you spend the most money OFF-base. "1" for most money, "2" for second largest amount, and "3" for third largest amount.

First	Second	Third	
2	6	10	Columbia
94	129	67	Kansas City
12	40	57	Knob Noster
44	78	118	Sedalia
199	74	28	Warrensburg
15	5	13	Other (please specify)
30	64	103	Improper Answer

First	Second	Third	
0.5%	1.5%	2.5%	Columbia
23.7%	32.5%	16.9%	Kansas City
3.0%	10.1%	14.4%	Knob Noster
11.1%	19.7%	29.8%	Sedalia
50.3%	18.7%	7.1%	Warrensburg
3.8%	1.3%	3.3%	Other (please specify)
7.6%	16.2%	26.0%	Improper Answer

17. Please rank the three main reasons why you and your spouse shop OFF-base. "1" for the most important, "2" for the second most important, and "3" for the third most important.

First	Second	Third	
0	1	2	Adequate parking
45	23	19	Already there for reasons other than shopping
60	34	38	Low prices
13	27	28	Convenient hours
3	3	7	Courteous salespeople
14	18	31	Different atmosphere/change of scenery
107	70	40	Non-availability of products/services ON-base
12	41	33	Special sales or discounts
55	72	69	Wider product selection
3	11	18	Quality of merchandise
1	3	11	Terms or payment
19	1	2	Other (convenience/distance)
64	93	98	Improper response

First	Second	Third	
0.0%	0.3%	0.5%	Adequate parking
11.4%	5.8%	4.8%	Already there for reasons other than shopping

15.2%	8.6%	9.6%	Low prices
3.3%	6.8%	7.1%	Convenient hours
0.8%	0.8%	1.8%	Courteous salespeople
3.5%	4.5%	7.8%	Different atmosphere/change of scenery
26.9%	17.6%	10.1%	Non-availability of products/services ON-base
3.0%	10.3%	8.3%	Special sales or discounts
13.8%	18.0%	17.5%	Wider product selection
0.8%	2.8%	4.5%	Quality of merchandise
0.3%	0.8%	2.8%	Terms or payment
4.8%	0.3%	0.5%	Other (convenience/distance)
16.2%	23.4%	24.7%	Improper response

18. Please indicate where you make the majority of your purchases for each of the following product/service:

KN = Knob Noster, Wnbg = Warrensburg, Sed = Sedalia

KC = Kansas City, Col = Columbia, Otr = Other

No resp = No response or Not Applicable

ON-Base	KN	Wnbg	Sed	KC	Col	Otr	Cat-alog	NO Resp	
50	23	168	48	31	0	21	0	1	Hardware
94	47	148	47	21	1	19	0	1	Auto parts / accessories
76	1	117	25	66	2	7	2	9	Toys
299	8	62	13	8	0	8	0	2	Groceries
121	2	122	28	17	1	12	0	7	School / office supplies
98	1	57	22	123	1	14	1	5	Jewelry
263	3	73	20	11	0	13	0	1	Personal care products
270	2	65	21	8	0	12	0	5	Over-the-counter drugs
15	6	72	88	116	2	15	1	6	Furniture
53	2	121	38	74	2	16	1	6	Sporting goods
78	5	100	43	85	1	12	0	4	Appliances
124	3	97	29	97	0	12	1	4	Electronics
49	1	107	33	149	4	10	5	1	Men's apparel
33	1	102	22	152	3	9	2	5	Women's apparel
56	1	87	20	98	1	7	0	16	Children's apparel
73	1	113	30	135	2	17	1	2	Shoes
148	58	94	26	14	0	39	0	1	Banking
51	15	165	57	64	4	14	0	2	Dining out
169	7	45	19	10	0	11	0	40	Alcoholic beverages
203	78	56	20	10	0	14	0	3	Barber/hair styling
187	78	53	21	9	0	14	0	5	Dry cleaning

ON-Base	KN	Wnbg	Sed	KC	Col	Otr	Cat-alog	NO Resp
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PERCENTAGES

14.6	6.7	49.2	14.0	9.1	0.0	6.1	0.0	0.3	Hardware
24.9	12.4	39.1	12.4	5.6	0.3	5.0	0.0	0.3	Auto parts / accessories
24.9	0.3	38.3	8.2	21.6	0.7	2.3	0.7	3.0	Toys
74.7	2.0	15.5	3.3	2.0	0.0	2.0	0.0	0.5	Groceries
39.0	0.6	39.4	9.0	5.5	0.3	3.9	0.0	2.3	School / office supplies
30.4	0.3	17.7	6.8	38.3	0.3	4.3	0.3	1.6	Jewelry
68.4	0.8	19.0	5.2	2.9	0.0	3.4	0.0	0.3	Personal care products
70.5	0.5	17.0	5.5	2.1	0.0	3.1	0.0	1.3	Over-the-counter drugs
4.7	1.9	22.4	27.4	36.1	0.6	4.7	0.3	1.9	Furniture
16.9	0.6	38.8	12.1	23.7	0.6	5.1	0.3	1.9	Sporting goods

23.8	1.5	30.5	13.1	25.9	0.3	3.7	0.0	1.2	Appliances
33.8	0.8	26.4	7.9	26.4	0.0	3.3	0.3	1.1	Electronics
13.6	0.3	29.8	9.2	41.5	1.1	2.8	1.4	0.3	Men's apparel
10.0	0.3	31.0	6.7	46.3	0.9	2.7	0.6	1.5	Women's apparel
19.6	0.3	30.4	7.0	34.4	0.3	2.4	0.0	5.6	Children's apparel
19.5	0.3	30.2	8.0	36.2	0.5	4.5	0.3	0.5	Shoes
38.9	15.3	24.7	6.8	3.7	0.0	10.3	0.0	0.3	Banking
13.7	4.0	44.4	15.3	17.2	1.1	3.8	0.0	0.5	Dining out
56.1	2.3	15.0	6.3	3.3	0.0	3.7	0.0	13.3	Alcoholic beverages
52.9	20.3	14.6	5.2	2.6	0.0	3.6	0.0	0.8	Barber / hair styling
51.0	21.2	14.4	5.7	2.5	0.0	3.8	0.0	1.4	Dry cleaning

PERCENTAGES

19. What is the most convenient day(s) for you to do your shopping ON-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

9AM-1PM	1PM-4PM	4PM-9PM	
57	49	178	Monday
58	48	173	Tuesday
58	47	176	Wednesday
57	48	184	Thursday
64	68	188	Friday
179	195	138	Saturday
62	185	100	Sunday
17	17	18	No Preference

9AM-1PM	1PM-4PM	4PM-9PM	
2.4%	2.1%	7.5%	Monday
2.5%	2.0%	7.3%	Tuesday
2.5%	2.0%	7.4%	Wednesday
2.4%	2.0%	7.8%	Thursday
2.7%	2.9%	8.0%	Friday
7.6%	8.3%	5.8%	Saturday
2.6%	7.8%	4.2%	Sunday
0.7%	0.7%	0.8%	No Preference

20. What is the most convenient day(s) for you to do your shopping OFF-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

9AM-1PM	1PM-4PM	4PM-9PM	
44	35	206	Monday
34	31	202	Tuesday
35	32	204	Wednesday
32	31	204	Thursday
46	35	226	Friday
167	203	208	Saturday
102	205	174	Sunday
21	22	21	No Preference

9AM-1PM	1PM-4PM	4PM-9PM	
1.7%	1.4%	8.2%	Monday
1.3%	1.2%	8.0%	Tuesday
1.4%	1.3%	8.1%	Wednesday

1.3%	1.2%	8.1%	Thursday
1.8%	1.4%	9.0%	Friday
6.7%	8.1%	8.3%	Saturday
4.0%	8.1%	6.9%	Sunday
0.8%	0.9%	0.8%	No Preference

21. If you have any additional comments or suggestions, please make them below and on the back of this sheet.

A. Whiteman AFB facilities as a whole

- (1) 11 Need fast-food facility
- (2) 9 Need competitive prices
- (3) 7 Need to expand hours
- (4) 5 Lack of selection
- (5) 3 Limited amount of facilities
- (6) 3 Need competitive prices and service
- (7) 2 Need more parking
- (8) 1 Distance precludes purchases ON-base
- (9) 1 Lack desirable dining facilities
- (10) 1 Need a car wash
- (11) 1 Need a place to eat an evening meal during the week
- (12) 1 No place for brunch on Sunday
- (13) 1 Poor Quality
- (15) 1 Poor Service
- (16) 1 Base facilities are handy
- (17) 1 Enjoys shopping on Whiteman AFB

B. Auto Hobby Shop (Whiteman AFB)

- (1) 2 Need to improve scheduling
- (2) 1 Not convenient (if you don't work on your own car)

C. Bank (Whiteman AFB)

- (1) 2 Need to expand hours

D. Barber shop (Whiteman AFB)

- (1) 1 Better care and service

E. Base Exchange (BX) (Whiteman AFB)

Note: This includes some comments concerning the Shoppette

- (1) 29 Lack of selection
- (2) 22 Need competitive prices
- (3) 5 Need better service
- (4) 4 Need to enlarge the men's clothing selection
- (5) 4 Need to expand hours
- (6) 3 Lack of selection and limited space
- (7) 3 Need to enlarge the sporting goods selection
- (8) 1 Lay-a-Way policy is inconsistent (TVs vs Computer purchase)
- (9) 1 Need a better (larger selection) catalog
- (10) 1 Need to enlarge the automotive selection
- (11) 1 Need to lower the minimum on Lay-a-Way
- (12) 1 Fliers are effective advertising
- (13) 1 Good service, given their size

F. Bowling Alley (Whiteman AFB)

- (1) 1 Need competitive prices
- (2) 1 Need to stay open 24 hours a day including the Snack bar (have a breakfast meal)

G. Clothing Sales (Whiteman AFB)

- (1) 1 Extend the Deferred Payment Plan to cover purchases in the Base Exchange
- (2) 1 Need to be open on Monday
- (3) 1 Need to expand hours
- (4) 1 Reduce payment rates on Deferred Payment Plan

H. Commissary (Whiteman AFB)

- (1) 16 Need to expand hours
- (2) 8 Need competitive prices
- (3) 4 Too many lines
- (4) 3 Change express line policy to include checks
- (5) 3 Lack of selection
- (6) 3 Need better service
- (7) 3 Need to be open on Monday
- (8) 3 Need to be open on Sunday
- (9) 1 Enforce the cash policy in the express line
- (10) 1 Have customer bag and take out their own groceries
- (11) 1 Inconsistent on prices and quality of products
- (12) 1 Inconvenient check-out area
- (13) 1 Need better Produce section
- (14) 1 Need more case lot sales
- (15) 1 Need more parking
- (16) 5 Good competitive prices
- (17) 1 Great Produce section

I. Non-Commissioned Officers Club (Whiteman AFB)

- (1) 1 Need competitive prices
- (2) 1 Need better overall operations
- (3) 1 Need better pizza

J. Optical Shop (Whiteman AFB)

- (1) 1 Good prices

K. Service Station (Whiteman AFB)

Note: No service station currently exists

- (1) 18 Need a base service station
- (2) 3 Need good repair capabilities

L. Snack Bar (Whiteman AFB)

- (1) 1 Have ice tea available year round

M. Video Rental Shop (Whiteman AFB)

- (1) 1 Don't close, doing a good job

N. Local communities

- | | | |
|-----|----------|--|
| (1) | <u>2</u> | Lack of product selection |
| (2) | <u>1</u> | Lack desirable dining facilities |
| (3) | <u>1</u> | Lack of selection for children's clothing, age 7- 16 |
| (4) | <u>1</u> | Need competitive prices |
| (5) | <u>1</u> | Need some grocery stores that stay open 24 hours a day |
| (6) | <u>1</u> | Need to expand hours |

O. Knob Noster, MO

- | | | |
|-----|-----------|--|
| (1) | <u>14</u> | Need more facilities to shop (Wal-Mart, K-Mart) and eat (McDonalds, Burger King, or Taco Bell) |
| (2) | <u>4</u> | Need to expand hours |
| (3) | <u>2</u> | Needs a face lift |
| (4) | <u>1</u> | Need a drug store |
| (5) | <u>1</u> | Need another bank |
| (6) | <u>1</u> | Need better service |
| (7) | <u>1</u> | Need competitive prices |

P. Other Comments

- | | | |
|-----|----------|--|
| (1) | <u>1</u> | Close the class VI (liquor) store |
| (2) | <u>1</u> | Improve quality of life in the base housing area, such as installing sidewalks |
| (3) | <u>1</u> | Need a shuttle bus on weekends to Kansas City malls |
| (4) | <u>1</u> | No entertainment |
| (5) | <u>1</u> | Opposition to routing traffic away from Knob Noster |
| (6) | <u>1</u> | Pave the gravel road on the west side of Whiteman AFB |
| (7) | <u>1</u> | Poor attitude of store owner in Knob Noster |
| (8) | <u>1</u> | The area has nothing to offer |

SHOPPER'S SURVEY
Summary of Active Duty Military Living ON-base

1. Please indicate whether you are:

A.	101	87.1%	Males
B.	15	12.9%	Females

2. Please indicate whether you are:

A.	75	64.7%	Married
B.	41	35.3%	Single

3. Please indicate the number of children you have in your household in the following age categories.

A.	79	68.1%	Households WITH children
B.	37	31.9%	Households WITHOUT children
	54	38.0%	Birth to 5 years old
	61	43.0%	6 - 12 years old
	25	17.6%	13 - 18 years old
	2	1.4%	19 and above

4. Please indicate your status.

A.	116	Active duty military living ON-base
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5. If you live ON-base go to question 6, if you live OFF-Base, indicate the approximate driving distance you live from Whiteman AFB.

A.	116	Personnel living ON-Base
----	-----	--------------------------

6. For Military personnel, indicate the time you have been assigned to Whiteman.

A.	19	16.4%	Less than one year
B.	48	41.4%	One to three years
C.	38	32.8%	Four to seven years
D.	11	9.5%	Over seven years

7. Which of the following age groups describe your age?

A.	13	11.2%	17 - 23
B.	51	44.0%	24 - 29
C.	44	37.9%	30 - 39
D.	7	6.0%	40 - 49
E.	1	0.9%	50 - 59

8. Please indicate whether your spouse works.

A.	27	36.0%	Full-time
B.	23	30.7%	Part-time
C.	25	33.3%	Does not work
D.	41		No spouse

9. What was your total household income for the past year?

A.	3	2.6%	0 - \$9,999
B.	52	44.9%	\$10,000 - \$19,999
C.	36	31.0%	\$20,000 - \$29,999
D.	20	17.2%	\$30,000 - \$39,999
E.	4	3.4%	\$40,000 - or more
F.	1	0.9%	No response

10. What is the highest level of education you have completed?

B.	24	20.7%	High School (including GED)
C.	56	48.3%	Less than two years of college
D.	16	13.8%	Two year college degree
E.	12	10.3%	Four year college degree
F.	8	6.9%	Graduate Degree

11. How many times do you and your spouse usually shop ON-base?

A.	11	9.5%	Less than once a month
B.	45	38.7%	One to three times a month
C.	25	21.6%	Four to six times a month
D.	34	29.3%	More than six times a month
E.	1	0.9%	No response

12. Rate the Base shopping facilities in the following areas: (please put a check in the area that indicates your rating.)

Very Good	Good	Fair	Poor	Very Poor	No Response	
10	52	39	11	3	1	Competitive prices
5	49	31	21	10	0	Adequate parking
5	22	51	25	10	3	Product/Service selection
23	68	21	3	0	1	Convenience of locations
9	52	31	17	5	2	Convenience of hours
12	55	31	10	3	5	Financing/terms of payment
24	68	17	0	1	6	Use of Credit Cards

Very Good	Good	Fair	Poor	Very Poor	No Response	
8.6%	44.8%	33.6%	9.5%	2.6%	0.9%	Competitive prices
4.3%	42.3%	26.7%	18.1%	8.6%	0.0%	Adequate parking
4.3%	19.0%	43.9%	21.6%	8.6%	2.6%	Product/Service selection
19.8%	58.6%	18.1%	2.6%	0.0%	0.9%	Convenience of locations
7.8%	44.8%	26.7%	14.7%	4.3%	1.7%	Convenience of hours
10.3%	47.5%	26.7%	8.6%	2.6%	4.3%	Financing/terms of payment
20.7%	58.5%	14.7%	0.0%	0.9%	5.2%	Use of Credit Cards

13. How many times do you and your spouse usually shop OFF-base?

A.	15	12.9%	Less than once a month
B.	25	21.6%	One to three times a month
C.	40	34.4%	Four to six times a month
D.	35	30.2%	More than six times a month

E. 1 0.9% No response

14. Please rate where you shop most frequently OFF-base. "1" for most frequent, "2" for second most frequent, and "3" for third most frequent.

First	Second	Third	
0	1	1	Columbia
14	22	39	Kansas City
10	12	16	Knob Noster
10	41	29	Sedalia
76	22	2	Warrensburg
1	0	2	Other (please specify)
5	18	27	Improper Answer

First	Second	Third	
0.0%	0.9%	0.9%	Columbia
12.1%	19.0%	33.6%	Kansas City
8.6%	10.3%	13.8%	Knob Noster
8.6%	35.3%	25.0%	Sedalia
65.5%	19.0%	1.7%	Warrensburg
0.9%	0.0%	1.7%	Other (please specify)
4.3%	15.5%	23.3%	Improper Answer

15. Please rate the shopping facilities of the city where you shop most frequently (from question 14) OFF-base. (Please put a check in the area that indicates your rating.)

Very Good	Good	Fair	Poor	Very Poor	No Response	
28	71	14	2	1	0	Competitive prices
27	76	10	2	0	1	Adequate parking
39	64	10	3	0	0	Product/Service selection
19	49	38	10	0	0	Convenience of locations
33	68	12	3	0	0	Convenience of hours
9	73	22	4	1	7	Financing/terms of payment
36	64	10	0	1	5	Use of Credit Cards

Very Good	Good	Fair	Poor	Very Poor	No Response	
24.1%	61.2%	12.1%	1.7%	0.9%	0.0%	Competitive prices
23.3%	65.5%	8.6%	1.7%	0.0%	0.9%	Adequate parking
33.6%	55.2%	8.6%	2.6%	0.0%	0.0%	Product/Service selection
16.4%	42.2%	32.8%	8.6%	0.0%	0.0%	Convenience of locations
28.4%	58.7%	10.3%	2.6%	0.0%	0.0%	Convenience of hours
7.8%	62.9%	19.0%	3.4%	0.9%	6.0%	Financing/terms of payment
31.0%	55.2%	8.6%	0.0%	0.9%	4.3%	Use of Credit Cards

16. Please estimate (roughly) where you spend the most money OFF-base. "1" for most money, "2" for second largest amount, and "3" for third largest amount.

First	Second	Third	
1	1	1	Columbia
28	26	29	Kansas City

4	9	20	Knob Noster
8	40	34	Sedalia
68	24	6	Warrensburg
3	0	0	Other (please specify)
4	16	26	Improper Answer

First	Second	Third	
0.9%	0.9%	0.9%	Columbia
24.1%	22.4%	25.0%	Kansas City
3.4%	7.8%	17.2%	Knob Noster
6.9%	34.4%	29.3%	Sedalia
58.7%	20.7%	5.2%	Warrensburg
2.6%	0.0%	0.0%	Other (please specify)
3.4%	13.8%	22.4%	Improper Answer

17. Please rank the three main reasons why you and your spouse shop OFF-base. "1" for the most important, "2" for the second most important, and "3" for the third most important.

First	Second	Third	
0	0	1	Adequate parking
4	0	6	Already there for reasons other than shopping
20	12	7	Low prices
4	7	11	Convenient hours
1	2	1	Courteous salespeople
8	6	11	Different atmosphere/change of scenery
34	22	12	Non-availability of products/services ON-base
4	12	7	Special sales or discounts
23	21	22	Wider product selection
0	4	4	Quality of merchandise
0	1	3	Terms or payment
0	0	0	Other (convenience/distance)
18	29	31	Improper response

First	Second	Third	
0.0%	0.0%	0.9%	Adequate parking
3.4%	0.0%	5.2%	Already there for reasons other than shopping
17.2%	10.3%	6.0%	Low prices
3.4%	6.0%	9.5%	Convenient hours
0.9%	1.7%	0.9%	Courteous salespeople
6.9%	5.2%	9.5%	Different atmosphere/change of scenery
29.4%	19.0%	10.3%	Non-availability of products/services ON-base
3.4%	10.3%	6.0%	Special sales or discounts
19.9%	18.1%	19.0%	Wider product selection
0.0%	3.4%	3.4%	Quality of merchandise
0.0%	0.9%	2.6%	Terms or payment
0.0%	0.0%	0.0%	Other (convenience/distance)
15.5%	25.1%	26.7%	Improper response

18. Please indicate where you make the majority of your purchases for each of the following product/service:

KN = Knob Noster, Wnbg = Warrensburg, Sed = Sedalia
 KC = Kansas City, Col = Columbia, Otr = Other
 No resp = No response or Not Applicable

ON-Base	KN	Wnbg	Sed	KC	Col	Otr	Cat-alog	NO Resp	
29	9	48	7	3	0	2	0	1	Hardware
31	23	44	11	1	0	1	0	1	Auto parts / accessories
24	0	50	6	16	0	0	0	1	Toys
96	1	16	2	0	0	0	0	2	Groceries
54	0	43	4	0	0	0	0	2	School / office supplies
37	0	22	2	33	0	0	0	2	Jewelry
84	1	20	3	1	0	0	0	1	Personal care products
92	0	16	3	0	0	0	0	2	Over-the-counter drugs
6	1	18	35	27	0	2	0	2	Furniture
21	0	49	10	18	1	1	0	1	Sporting goods
32	0	26	12	23	0	1	0	3	Appliances
38	0	29	7	33	0	1	0	1	Electronics
20	0	36	8	44	0	0	0	1	Men's apparel
12	0	40	2	35	0	1	0	2	Women's apparel
22	0	40	3	29	0	0	0	1	Children's apparel
23	0	42	6	41	0	1	0	1	Shoes
67	12	21	3	1	0	8	0	1	Banking
21	2	54	14	19	0	0	0	1	Dining out
73	1	7	3	0	0	0	0	8	Alcoholic beverages
74	21	12	0	3	0	1	0	1	Barber/hair styling
62	36	7	1	0	0	0	0	2	Dry cleaning

ON-Base	KN	Wnbg	Sed	KC	Col	Otr	Cat-alog	NO Resp	
PERCENTAGES									
29.3	9.1	48.5	7.1	3.0	0.0	2.0	0.0	1.0	Hardware
27.7	20.5	39.3	9.8	0.9	0.0	0.9	0.0	0.9	Auto parts / accessories
24.7	0.0	51.6	6.2	16.5	0.0	0.0	0.0	1.0	Toys
82.0	0.9	13.7	1.7	0.0	0.0	0.0	0.0	1.7	Groceries
52.5	0.0	41.7	3.9	0.0	0.0	0.0	0.0	1.9	School / office supplies
38.5	0.0	22.9	2.1	34.4	0.0	0.0	0.0	2.1	Jewelry
76.4	0.9	18.2	2.7	0.9	0.0	0.0	0.0	0.9	Personal care products
81.3	0.0	14.2	2.7	0.0	0.0	0.0	0.0	1.8	Over-the-counter drugs
6.6	1.1	19.8	38.4	29.7	0.0	2.2	0.0	2.2	Furniture
20.8	0.0	48.5	9.9	17.8	1.0	1.0	0.0	1.0	Sporting goods
33.0	0.0	26.8	12.4	23.7	0.0	1.0	0.0	3.1	Appliances
34.9	0.0	26.6	6.4	30.3	0.0	0.9	0.0	0.9	Electronics
18.3	0.0	33.0	7.3	40.5	0.0	0.0	0.0	0.9	Men's apparel
13.0	0.0	43.5	2.2	38.0	0.0	1.1	0.0	2.2	Women's apparel
23.2	0.0	42.0	3.2	30.5	0.0	0.0	0.0	1.1	Children's apparel
20.2	0.0	36.7	5.3	36.0	0.0	0.9	0.0	0.9	Shoes
59.2	10.6	18.6	2.7	0.9	0.0	7.1	0.0	0.9	Banking
18.9	1.8	48.7	12.6	17.1	0.0	0.0	0.0	0.9	Dining out
79.3	1.1	7.6	3.3	0.0	0.0	0.0	0.0	8.7	Alcoholic beverages
66.0	18.8	10.7	0.0	2.7	0.0	0.9	0.0	0.9	Barber / hair styling
57.4	33.3	6.5	0.9	0.0	0.0	0.0	0.0	1.9	Dry cleaning

PERCENTAGES

19. What is the most convenient day(s) for you to do your shopping ON-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

9AM-1PM	1PM-4PM	4PM-9PM	
11	13	65	Monday
12	9	65	Tuesday
9	10	62	Wednesday
11	9	67	Thursday
14	28	70	Friday
50	67	54	Saturday
20	64	41	Sunday
5	5	5	No Preference

9AM-1PM	1PM-4PM	4PM-9PM	
1.4%	1.7%	8.5%	Monday
1.6%	1.2%	8.5%	Tuesday
1.2%	1.3%	8.1%	Wednesday
1.4%	1.2%	8.7%	Thursday
1.8%	3.7%	9.1%	Friday
6.5%	8.7%	7.0%	Saturday
2.6%	8.3%	5.4%	Sunday
0.7%	0.7%	0.7%	No Preference

20. What is the most convenient day(s) for you to do your shopping OFF-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

9AM-1PM	1PM-4PM	4PM-9PM	
5	4	69	Monday
5	3	69	Tuesday
3	4	68	Wednesday
3	4	71	Thursday
4	5	74	Friday
41	64	74	Saturday
22	65	65	Sunday
5	5	5	No Preference

9AM-1PM	1PM-4PM	4PM-9PM	
0.7%	0.5%	9.4%	Monday
0.7%	0.4%	9.4%	Tuesday
0.4%	0.5%	9.2%	Wednesday
0.4%	0.5%	9.6%	Thursday
0.5%	0.7%	10.0%	Friday
5.6%	8.8%	10.0%	Saturday
3.0%	8.8%	8.8%	Sunday
0.7%	0.7%	0.7%	No Preference

21. If you have any additional comments or suggestions, please make them below and on the back of this sheet.

A. Whiteman AFB facilities as a whole.

- (1) 3 Lack of selection
 (2) 3 Need competitive prices
 (3) 3 Need to expand hours

- (4) 2 Need competitive prices and service
- (5) 2 Need fast-food facility
- (6) 1 Limited amount of facilities
- (7) 1 Need more parking
- (8) 1 No place for brunch on Sunday

B. Auto Hobby Shop (Whiteman AFB)

- (1) 1 Need to improve scheduling
- (2) 1 Not convenient (if you don't work on your own car)

C. Barber shop (Whiteman AFB)

- (1) 1 Better care and service

D. Base Exchange (BX) (Whiteman AFB)

- (1) 7 Lack of selection
- (2) 6 Need competitive prices
- (3) 1 Lack of selection and limited space
- (4) 1 Need a better (larger selection) catalog
- (5) 1 Need to enlarge the automotive selection
- (6) 1 Need to enlarge the men's clothing selection
- (7) 1 Need to enlarge the sporting goods selection
- (8) 1 Need to expand hours
- (9) 1 Need to lower the minimum on Lay-a-Way

E. Bowling Alley (Whiteman AFB)

- (1) 1 Need to stay open 24 hours a day including the Snack bar (have a breakfast meal)

F. Clothing Sales (Whiteman AFB)

- (1) 1 Extend the Deferred Payment Plan to cover purchases in the Base Exchange

G. Commissary (Whiteman AFB)

- (1) 4 Need to expand hours
- (2) 2 Lack of selection
- (3) 1 Need to be open on Monday
- (4) 1 Enforce the cash policy in the express line
- (5) 1 Have customer bag and take out their own groceries
- (6) 1 Inconsistent on prices and quality of products
- (7) 1 Need competitive prices
- (8) 1 Need more case lot sales

H. Non-Commissioned Officers Club (Whiteman AFB)

- (1) 1 Need better pizza

I. Service Station (Whiteman AFB)

Note: No service station currently exists

- (1) 7 Need a base service station
- (2) 1 Need good repair capabilities

J. Snack Bar (Whiteman AFB)

- (1) 1 Have ice tea available year round

K. Video Rental Shop (Whiteman AFB)

- (1) 1 Don't close, doing a good job

L. Local communities

- (1) 1 Lack of product selection
(2) 1 Lack of selection for children's clothing, age 7- 16
(3) 1 Need some grocery stores that stay open 24 hours a day

M. Knob Noster, MO

- (1) 5 Need more facilities to shop (Wal-Mart, K-Mart) and eat (McDonalds, Burger King, or Taco Bell)
(2) 1 Need to expand hours

N. Other Comments

- (1) 1 Improve quality of life in the base housing area, such as installing sidewalks
(2) 1 Need a shuttle bus on weekends to Kansas City malls
(3) 1 Opposition to routing traffic away from Knob Noster
(4) 1 Pave the gravel road on the west side of Whiteman AFB
(5) 1 Poor attitude of store owner in Knob Noster
(6) 1 The area has nothing to offer

SHOPPER'S SURVEY
Summary of Active Duty Military Living OFF-base

1. Please indicate whether you are:

A.	143	76.1%	Males
B.	45	23.9%	Females

2. Please indicate whether you are:

A.	118	62.8%	Married
B.	70	37.2%	Single

3. Please indicate the number of children you have in your household in the following age categories.

A.	90	47.9%	Households WITH children
B.	98	52.1%	Households WITHOUT children
	52	33.3%	Birth to 5 years old
	53	34.0%	6 - 12 years old
	44	28.2%	13 - 18 years old
	7	4.5%	19 and above

4. Please indicate your status.

B.	188	Active duty military living OFF-base
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5. If you live ON-base go to question 6, if you live OFF-Base, indicate the approximate driving distance you live from Whiteman AFB.

B.	88	47.1%	Within 10 miles
C.	75	40.1%	10 - 20 miles
D.	10	5.3%	20 - 30 miles
E.	3	1.6%	30 - 40 miles
F.	11	5.9%	Greater than 40 miles
G.	1		No response

6. For Military personnel, indicate the time you have been assigned to Whiteman.

A.	42	22.3%	Less than one year
B.	99	52.7%	One to three years
C.	29	15.4%	Four to seven years
D.	18	9.6%	Over seven years

7. Which of the following age groups describe your age?

A.	46	24.5%	17 - 23
B.	68	36.2%	24 - 29
C.	57	30.3%	30 - 39
D.	17	9.0%	40 - 49

8. Please indicate whether your spouse works.

A.	58	49.1%	Full-time
B.	44	37.3%	Part-time
C.	16	13.6%	Does not work
D.	70		No Spouse

9. What was your total household income for the past year?

A.	7	3.7%	0 - \$9,999
B.	73	38.9%	\$10,000 - \$19,999
C.	60	31.9%	\$20,000 - \$29,999
D.	26	13.8%	\$30,000 - \$39,999
E.	21	11.2%	\$40,000 - or more
F.	1	0.5%	No response

10. What is the highest level of education you have completed?

A.	0	0.0%	Less than High School
B.	55	29.3%	High School (including GED)
C.	75	39.9%	Less than two years of college
D.	18	9.6%	Two year college degree
E.	26	13.8%	Four year college degree
F.	14	7.4%	Graduate Degree

11. How many times do you and your spouse usually shop ON-base?

A.	29	15.4%	Less than once a month
B.	111	59.1%	One to three times a month
C.	33	17.6%	Four to six times a month
D.	14	7.4%	More than six times a month
E.	1	0.5%	No response

12. Rate the Base shopping facilities in the following areas: (please put a check in the area that indicates your rating.)

Very Good	Good	Fair	Poor	Very Poor	No Response	
15	79	72	16	4	2	Competitive prices
14	73	62	30	9	0	Adequate parking
7	33	93	42	12	1	Product/Service selection
19	99	59	10	0	1	Convenience of locations
6	85	65	29	3	0	Convenience of hours
14	66	76	20	3	9	Financing/terms of payment
32	115	26	1	2	12	Use of Credit Cards

Very Good	Good	Fair	Poor	Very Poor	No Response	
8.0%	42.0%	38.3%	8.5%	2.1%	1.1%	Competitive prices
7.4%	38.8%	33.0%	16.0%	4.8%	0.0%	Adequate parking
3.7%	17.6%	49.5%	22.3%	6.4%	0.5%	Product/Service selection
10.1%	52.7%	31.4%	5.3%	0.0%	0.5%	Convenience of locations
3.2%	45.2%	34.6%	15.4%	1.6%	0.0%	Convenience of hours
7.4%	35.1%	40.5%	10.6%	1.6%	4.8%	Financing/terms of payment

17.0% 61.2% 13.8% 0.5% 1.1% 6.4% Use of Credit Cards

13. How many times do you and your spouse usually shop OFF-base.

A.	11	5.9%	Less than once a month
B.	37	19.7%	One to three times a month
C.	50	26.6%	Four to six times a month
D.	89	47.3%	More than six times a month
E.	1	0.5%	No response

14. Please rate where you shop most frequently OFF-base. "1" for most frequent, "2" for second most frequent, and "3" for third most frequent.

First	Second	Third	
1	3	5	Columbia
33	63	38	Kansas City
12	15	17	Knob Noster
10	40	51	Sedalia
123	23	10	Warrensburg
4	5	3	Other (please specify)
5	39	64	Improper Answer

First	Second	Third	
0.5%	1.6%	2.7%	Columbia
17.6%	33.5%	20.2%	Kansas City
6.4%	8.0%	9.0%	Knob Noster
5.3%	21.3%	27.1%	Sedalia
65.4%	12.2%	5.3%	Warrensburg
2.1%	2.7%	1.6%	Other (please specify)
2.7%	20.7%	34.1%	Improper Answer

15. Please rate the shopping facilities of the city where you shop most frequently (from question 14) OFF-base. (Please put a check in the area that indicates your rating.)

Very Good	Good	Fair	Poor	Very Poor	No Response	
40	99	48	1	0	0	Competitive prices
49	116	20	3	0	0	Adequate parking
68	90	25	4	1	0	Product/Service selection
40	101	35	8	1	3	Convenience of locations
58	103	24	3	0	0	Convenience of hours
32	72	68	6	1	9	Financing/terms of payment
64	98	11	2	0	13	Use of Credit Cards

Very Good	Good	Fair	Poor	Very Poor	No Response	
21.3%	52.7%	25.5%	0.5%	0.0%	0.0%	Competitive prices
26.1%	61.7%	10.6%	1.6%	0.0%	0.0%	Adequate parking
36.2%	47.9%	13.3%	2.1%	0.5%	0.0%	Product/Service selection
21.3%	53.7%	18.6%	4.3%	0.5%	1.6%	Convenience of locations
30.9%	54.7%	12.8%	1.6%	0.0%	0.0%	Convenience of hours
17.0%	38.3%	36.2%	3.2%	0.5%	4.8%	Financing/terms of payment
34.0%	52.1%	5.9%	1.1%	0.0%	6.9%	Use of Credit Cards

16. Please estimate (roughly) where you spend the most money OFF-base. "1" for most money, "2" for second largest amount, and "3" for third largest amount.

First	Second	Third	
1	4	5	Columbia
56	61	24	Kansas City
6	17	22	Knob Noster
13	27	58	Sedalia
99	40	11	Warrensburg
3	3	5	Other (please specify)
10	36	63	Improper Answer

First	Second	Third	
0.5%	2.1%	2.7%	Columbia
29.8%	32.5%	12.8%	Kansas City
3.2%	9.0%	11.7%	Knob Noster
6.9%	14.4%	30.8%	Sedalia
52.7%	21.3%	5.9%	Warrensburg
1.6%	1.6%	2.7%	Other (please specify)
5.3%	19.1%	33.4%	Improper Answer

17. Please rank the three main reasons why you and your spouse shop OFF-base. "1" for the most important, "2" for the second most important, and "3" for the third most important.

First	Second	Third	
0	0	1	Adequate parking
22	11	9	Already there for reasons other than shopping
25	13	29	Low prices
4	11	10	Convenient hours
2	1	3	Courteous salespeople
6	9	15	Different atmosphere/change of scenery
54	34	19	Non-availability of products/services ON-base
6	21	15	Special sales or discounts
25	40	30	Wider product selection
2	3	8	Quality of merchandise
1	1	7	Terms or payment
11	1	0	Other (convenience/distance)
30	43	42	Improper response

First	Second	Third	
0.0%	0.0%	0.5%	Adequate parking
11.7%	5.9%	4.8%	Already there for reasons other than shopping
13.3%	6.9%	15.4%	Low prices
2.1%	5.9%	5.3%	Convenient hours
1.1%	0.5%	1.6%	Courteous salespeople
3.2%	4.8%	8.0%	Different atmosphere/change of scenery
28.6%	18.1%	10.1%	Non-availability of products/services ON-base
3.2%	11.2%	8.0%	Special sales or discounts
13.3%	21.3%	16.0%	Wider product selection
1.1%	1.6%	4.3%	Quality of merchandise
0.5%	0.5%	3.7%	Terms or payment
5.9%	0.5%	0.0%	Other (convenience/distance)

16.0% 22.8% 22.3% Improper response

18. Please indicate where you make the majority of your purchases for each of the following product/service:

KN = Knob Noster, Wnbg = Warrensburg, Sed = Sedalia

KC = Kansas City, Col = Columbia, Otr = Other

No resp = No response or Not Applicable

ON-Base	KN	Wnbg	Sed	KC	Col	Otr	Cat-alog	NO Resp	
15	8	85	19	21	0	7	0	0	Hardware
62	10	72	13	15	1	4	0	0	Auto parts / accessories
35	1	46	8	38	2	1	0	0	Toys
135	3	37	5	6	0	1	0	0	Groceries
53	2	55	6	13	1	2	0	0	School / office supplies
34	1	24	6	74	1	5	0	0	Jewelry
121	1	45	4	7	0	2	0	0	Personal care products
140	2	27	3	5	0	1	0	0	Over-the-counter drugs
6	5	36	32	62	2	4	0	0	Furniture
13	2	53	11	44	1	6	0	0	Sporting goods
29	3	48	14	45	1	4	0	0	Appliances
64	3	43	8	47	0	3	1	0	Electronics
18	1	48	8	76	4	3	1	0	Men's apparel
10	1	43	6	86	3	2	0	0	Women's apparel
21	1	38	8	53	1	1	0	0	Children's apparel
32	1	50	8	72	2	7	0	0	Shoes
69	26	53	4	8	0	15	0	0	Banking
25	6	88	17	29	3	2	0	0	Dining out
80	2	27	4	6	0	5	0	9	Alcoholic beverages
116	34	25	1	4	0	2	0	0	Barber/hair styling
110	30	24	2	6	0	1	0	0	Dry cleaning

ON-Base	KN	Wnbg	Sed	KC	Col	Otr	Cat-alog	NO Resp
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PERCENTAGES

9.7	5.2	54.8	12.3	13.5	0.0	4.5	0.0	0.0	Hardware
35.0	5.6	40.7	7.3	8.5	0.6	2.3	0.0	0.0	Auto parts / accessories
26.7	0.8	35.1	6.1	29.0	1.5	0.8	0.0	0.0	Toys
72.2	1.6	19.8	2.7	3.2	0.0	0.5	0.0	0.0	Groceries
40.2	1.5	41.7	4.5	9.8	0.8	1.5	0.0	0.0	School / office supplies
23.4	0.7	16.6	4.1	51.1	0.7	3.4	0.0	0.0	Jewelry
67.2	0.6	25.0	2.2	3.9	0.0	1.1	0.0	0.0	Personal care products
78.6	1.1	15.2	1.7	2.8	0.0	0.6	0.0	0.0	Over-the-counter drugs
4.1	3.4	24.5	21.8	42.1	1.4	2.7	0.0	0.0	Furniture
10.0	1.5	40.8	8.5	33.8	0.8	4.6	0.0	0.0	Sporting goods
20.1	2.1	33.3	9.7	31.3	0.7	2.8	0.0	0.0	Appliances
37.9	1.8	25.4	4.7	27.8	0.0	1.8	0.6	0.0	Electronics
11.3	0.6	30.2	5.0	47.7	2.5	1.9	0.6	0.0	Men's apparel
6.6	0.7	28.5	4.0	56.9	2.0	1.3	0.0	0.0	Women's apparel
17.1	0.8	30.9	6.5	43.1	0.8	0.8	0.0	0.0	Children's apparel
18.6	0.6	29.0	4.7	41.8	1.2	4.1	0.0	0.0	Shoes
39.3	14.9	30.3	2.3	4.6	0.0	8.6	0.0	0.0	Banking
14.7	3.5	51.7	10.0	17.1	1.8	1.2	0.0	0.0	Dining out
60.1	1.5	20.3	3.0	4.5	0.0	3.8	0.0	6.8	Alcoholic beverages
63.8	18.7	13.7	0.5	2.2	0.0	1.1	0.0	0.0	Barber / hair styling

63.5 17.3 13.9 1.2 3.5 0.0 0.6 0.0 0.0 Dry cleaning

PERCENTAGES

19. What is the most convenient day(s) for you to do your shopping ON-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

9AM-1PM	1PM-4PM	4PM-9PM	
30	25	94	Monday
25	21	90	Tuesday
30	22	97	Wednesday
25	22	91	Thursday
30	23	101	Friday
87	99	70	Saturday
32	94	46	Sunday
5	5	6	No Preference

9AM-1PM	1PM-4PM	4PM-9PM	
2.6%	2.1%	8.0%	Monday
2.1%	1.8%	7.7%	Tuesday
2.6%	1.9%	8.3%	Wednesday
2.1%	1.9%	7.8%	Thursday
2.6%	2.0%	8.6%	Friday
7.5%	8.5%	6.0%	Saturday
2.7%	8.0%	3.9%	Sunday
0.4%	0.4%	0.5%	No Preference

20. What is the most convenient day(s) for you to do your shopping OFF-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

9AM-1PM	1PM-4PM	4PM-9PM	
22	17	110	Monday
20	15	106	Tuesday
21	16	110	Wednesday
19	15	108	Thursday
24	16	123	Friday
91	113	110	Saturday
63	110	86	Sunday
5	5	5	No Preference

9AM-1PM	1PM-4PM	4PM-9PM	
1.7%	1.3%	8.3%	Monday
1.5%	1.1%	8.0%	Tuesday
1.6%	1.2%	8.3%	Wednesday
1.4%	1.1%	8.1%	Thursday
1.8%	1.2%	9.1%	Friday
6.8%	8.5%	8.3%	Saturday
4.7%	8.3%	6.5%	Sunday
0.4%	0.4%	0.4%	No Preference

21. If you have any additional comments or suggestions, please make them below and on the back of this sheet.

A. Whiteman AFB facilities as a whole

- | | | |
|-----|----------|-------------------------------------|
| (1) | <u>8</u> | Need fast-food facility |
| (2) | <u>6</u> | Need competitive prices |
| (3) | <u>2</u> | Lack of selection |
| (4) | <u>2</u> | Need to expand hours |
| (5) | <u>1</u> | Limited amount of facilities |
| (6) | <u>1</u> | Need a car wash |
| (7) | <u>1</u> | Need competitive prices and service |
| (8) | <u>1</u> | Need more parking |
| (9) | <u>1</u> | Poor service |

B. Auto Hobby Shop (Whiteman AFB)

- | | | |
|-----|----------|----------------------------|
| (1) | <u>1</u> | Need to improve scheduling |
|-----|----------|----------------------------|

C. Bank (Whiteman AFB)

- | | | |
|-----|----------|----------------------|
| (1) | <u>2</u> | Need to expand hours |
|-----|----------|----------------------|

D. Base Exchange (BX) (Whiteman AFB)

Note: This includes some comments concerning the Shoppette

- | | | |
|-----|-----------|--|
| (1) | <u>17</u> | Lack of selection |
| (2) | <u>7</u> | Need competitive prices |
| (3) | <u>4</u> | Need better service |
| (4) | <u>3</u> | Need to expand hours |
| (5) | <u>2</u> | Lack of selection and limited space |
| (6) | <u>2</u> | Need to enlarge the men's clothing selection |
| (7) | <u>1</u> | Need to enlarge the sporting goods selection |
| (8) | <u>1</u> | Good service, given their size |

E. Clothing Sales (Whiteman AFB)

- | | | |
|-----|----------|---|
| (1) | <u>1</u> | Need to be open on Monday |
| (2) | <u>1</u> | Need to expand hours |
| (3) | <u>1</u> | Reduce payment rates on Deferred Payment Plan |

F. Commissary (Whiteman AFB)

- | | | |
|-----|----------|--|
| (1) | <u>8</u> | Need to expand hours |
| (2) | <u>6</u> | Need competitive prices |
| (3) | <u>3</u> | Need to be open on Sunday |
| (4) | <u>3</u> | Too many lines |
| (5) | <u>2</u> | Change express line policy to include checks |
| (6) | <u>2</u> | Need to be open on Monday |
| (7) | <u>1</u> | Need better service |
| (8) | <u>1</u> | Need more parking |
| (9) | <u>4</u> | Good competitive prices |

G. Service Station (Whiteman AFB)

Note: No service station currently exists

- | | | |
|-----|----------|-----------------------------|
| (1) | <u>8</u> | Need a base service station |
|-----|----------|-----------------------------|

H. Local communities

- (1) 1 Lack of product selection
- (2) 1 Need competitive prices
- (3) 1 Need to expand hours
- (4) 1 Good prices and good hours

I. Knob Noster, MO

- (1) 5 Need more facilities to shop (Wal-Mart, K-Mart) and eat (McDonalds, Burger King, or Taco Bell)
- (2) 2 Need to expand hours

J. Other Comments

- (1) 1 Close the class VI (liquor) store

SHOPPER'S SURVEY
Summary of Retired Military Living in Knob Noster Area

1. Please indicate whether you are:

A.	38	100.0%	Males
B.	0	0.0%	Females

2. Please indicate whether you are:

A.	31	81.6%	Married
B.	7	18.4%	Single

3. Please indicate the number of children you have in your household in the following age categories.

A.	14	36.8%	Households WITH children
B.	24	63.2%	Households WITHOUT children
	1	3.7%	Birth to 5 years old
	6	22.3%	6 - 12 years old
	10	37.0%	13 - 18 years old
	10	37.0%	19 and above

4. Please indicate your status.

C.	38	Retired military living in Knob Noster area
----	----	---

5. If you live OFF-Base, indicate the approximate driving distance you live from Whiteman AFB.

B.	38	Within 10 miles
----	----	-----------------

6. For Retired personnel, indicate the time you have lived in this area.

A.	0	0.0%	Less than one year
B.	0	0.0%	One to three years
C.	1	2.6%	Four to seven years
D.	34	89.5%	Over seven years
E.	3	7.9%	No response

7. Which of the following age groups describe your age?

D.	14	36.8%	40 - 49
E.	10	26.4%	50 - 59
F.	14	36.8%	60 or older

8. Please indicate whether your spouse works.

A.	13	41.9%	Full-time
B.	5	16.2%	Part-time
C.	13	41.9%	Does not work
D.	7		No spouse

9. What was your total household income for the past year?

A.	1	2.6%	0 - \$9,999
B.	7	18.4%	\$10,000 - \$19,999
C.	9	23.7%	\$20,000 - \$29,999
D.	15	39.5%	\$30,000 - \$39,999
E.	5	13.2%	\$40,000 - or more
F.	1	2.6%	No response

10. What is the highest level of education you have completed?

B.	12	31.6%	High School (including GED)
C.	10	26.3%	Less than two years of college
D.	4	10.5%	Two year college degree
E.	7	18.4%	Four year college degree
F.	5	13.2%	Graduate Degree

11. How many times do you and your spouse usually shop ON-base?

A.	1	2.6%	Less than once a month
B.	8	21.1%	One to three times a month
C.	18	47.4%	Four to six times a month
D.	11	28.9%	More than six times a month

12. Rate the Base shopping facilities in the following areas: (please put a check in the area that indicates your rating.)

Very Good	Good	Fair	Poor	Very Poor	No Response	
8	10	16	3	0	1	Competitive prices
7	20	5	4	2	0	Adequate parking
5	13	9	10	1	0	Product/Service selection
10	19	5	2	0	2	Convenience of locations
9	15	8	5	1	0	Convenience of hours
4	13	8	2	2	9	Financing/terms of payment
6	13	8	0	1	10	Use of Credit Cards

Very Good	Good	Fair	Poor	Very Poor	No Response	
21.1%	26.3%	42.1%	7.9%	0.0%	2.6%	Competitive prices
18.4%	52.6%	13.2%	10.5%	5.3%	0.0%	Adequate parking
13.2%	34.2%	23.7%	26.3%	2.6%	0.0%	Product/Service selection
26.3%	49.9%	13.2%	5.3%	0.0%	5.3%	Convenience of locations
23.7%	39.4%	21.1%	13.2%	2.6%	0.0%	Convenience of hours
10.5%	34.1%	21.1%	5.3%	5.3%	23.7%	Financing/terms of payment
15.8%	34.2%	21.1%	0.0%	2.6%	26.3%	Use of Credit Cards

13. How many times do you and your spouse usually shop OFF-base?

A.	0	0.0%	Less than once a month
B.	9	23.7%	One to three times a month
C.	11	28.9%	Four to six times a month
D.	18	47.4%	More than six times a month

14. Please rate where you shop most frequently OFF-base. "1" for most frequent, "2" for second most frequent, and "3" for third most frequent.

First	Second	Third	
0	0	0	Columbia
1	7	9	Kansas City
8	9	9	Knob Noster
4	8	18	Sedalia
25	12	1	Warrensburg
0	0	0	Other (please specify)
0	2	1	Improper Answer

First	Second	Third	
0.0%	0.0%	0.0%	Columbia
2.6%	18.4%	23.7%	Kansas City
21.1%	23.6%	23.7%	Knob Noster
10.5%	21.1%	47.4%	Sedalia
65.8%	31.6%	2.6%	Warrensburg
0.0%	0.0%	0.0%	Other (please specify)
0.0%	5.3%	2.6%	Improper Answer

15. Please rate the shopping facilities of the city where you shop most frequently (from question 14) OFF-base. (Please put a check in the area that indicates your rating.)

Very Good	Good	Fair	Poor	Very Poor	No Response	
11	20	6	1	0	0	Competitive prices
17	12	9	0	0	0	Adequate parking
14	18	5	1	0	0	Product/Service selection
14	15	8	1	0	0	Convenience of locations
16	20	2	0	0	0	Convenience of hours
7	15	8	0	0	8	Financing/terms of payment
9	16	5	0	0	8	Use of Credit Cards

Very Good	Good	Fair	Poor	Very Poor	No Response	
28.9%	52.7%	15.8%	2.6%	0.0%	0.0%	Competitive prices
44.7%	31.6%	23.7%	0.0%	0.0%	0.0%	Adequate parking
36.8%	47.4%	13.2%	2.6%	0.0%	0.0%	Product/Service selection
36.8%	39.5%	21.1%	2.6%	0.0%	0.0%	Convenience of locations
42.1%	52.6%	5.3%	0.0%	0.0%	0.0%	Convenience of hours
18.4%	39.4%	21.1%	0.0%	0.0%	21.1%	Financing/terms of payment
23.7%	42.0%	13.2%	0.0%	0.0%	21.1%	Use of Credit Cards

16. Please estimate (roughly) where you spend the most money OFF-base. "1" for most money, "2" for second largest amount, and "3" for third largest amount.

First	Second	Third	
0	0	0	Columbia
4	12	6	Kansas City
2	11	13	Knob Noster
2	7	16	Sedalia

19	6	3	Warrensburg
0	0	0	Other (please specify)
11	2	0	Improper Answer

First	Second	Third	
0.0%	0.0%	0.0%	Columbia
10.5%	31.6%	15.8%	Kansas City
5.3%	28.9%	34.2%	Knob Noster
5.3%	18.4%	42.1%	Sedalia
50.0%	15.8%	7.9%	Warrensburg
0.0%	0.0%	0.0%	Other (please specify)
28.9%	5.3%	0.0%	Improper Answer

17. Please rank the three main reasons why you and your spouse shop OFF-base. "1" for the most important, "2" for the second most important, and "3" for the third most important.

First	Second	Third	
0	1	0	Adequate parking
5	4	2	Already there for reasons other than shopping
10	4	1	Low prices
2	4	3	Convenient hours
0	0	3	Courteous salespeople
0	2	5	Different atmosphere/change of scenery
10	7	3	Non-availability of products/services ON-base
1	2	5	Special sales or discounts
5	7	6	Wider product selection
0	2	2	Quality of merchandise
0	0	1	Terms or payment
0	0	2	Other (convenience/distance)
5	5	5	Improper response

First	Second	Third	
0.0%	2.6%	0.0%	Adequate parking
13.2%	10.5%	5.3%	Already there for reasons other than shopping
26.2%	10.5%	2.6%	Low prices
5.3%	10.5%	7.9%	Convenient hours
0.0%	0.0%	7.9%	Courteous salespeople
0.0%	5.3%	13.1%	Different atmosphere/change of scenery
26.3%	18.3%	7.9%	Non-availability of products/services ON-base
2.6%	5.3%	13.2%	Special sales or discounts
13.2%	18.4%	15.7%	Wider product selection
0.0%	5.4%	5.3%	Quality of merchandise
0.0%	0.0%	2.6%	Terms or payment
0.0%	0.0%	5.3%	Other (convenience/distance)
13.2%	13.2%	13.2%	Improper response

18. Please indicate where you make the majority of your purchases for each of the following product/service:

KN = Knob Noster, Wnbg = Warrensburg, Sed = Sedalia
 KC = Kansas City, Col = Columbia, Otr = Other
 No resp = No response or Not Applicable

ON-Base	KN	Wnbg	Sed	KC	Col	Otr	Cat-alog	NO Resp	
3	6	20	5	3	0	0	0	0	Hardware
1	14	17	3	2	0	0	0	0	Auto parts / accessories
7	0	15	1	4	0	0	2	4	Toys
34	4	4	0	0	0	0	0	0	Groceries
9	0	15	3	1	0	0	0	3	School / office supplies
13	0	7	1	5	0	0	1	2	Jewelry
29	1	2	0	0	0	0	0	0	Personal care products
21	0	17	1	0	0	0	0	1	Over-the-counter drugs
3	0	12	3	12	0	0	1	4	Furniture
10	0	12	2	5	0	1	1	2	Sporting goods
9	2	16	1	6	0	0	0	1	Appliances
12	0	16	2	5	0	0	0	1	Electronics
5	0	16	3	11	0	0	3	0	Men's apparel
4	0	11	1	13	0	0	2	2	Women's apparel
6	0	5	1	7	0	0	0	5	Children's apparel
8	0	14	2	9	0	2	1	0	Shoes
12	16	7	0	1	0	2	0	0	Banking
4	7	13	7	3	1	3	0	0	Dining out
12	3	6	0	0	0	0	0	9	Alcoholic beverages
5	20	8	1	0	0	0	0	1	Barber/hair styling
12	12	10	0	0	0	0	0	1	Dry cleaning

ON-Base	KN	Wnbg	Sed	KC	Col	Otr	Cat-alog	NO Resp	
PERCENTAGES									
8.1	16.2	54.1	13.5	8.1	0.0	0.0	0.0	0.0	Hardware
2.7	37.8	46.0	8.1	5.4	0.0	0.0	0.0	0.0	Auto parts / accessories
21.2	0.0	45.5	3.0	12.1	0.0	0.0	6.1	12.1	Toys
81.0	9.5	9.5	0.0	0.0	0.0	0.0	0.0	0.0	Groceries
29.0	0.0	48.4	9.7	3.2	0.0	0.0	0.0	9.7	School / office supplies
44.9	0.0	24.2	3.4	17.2	0.0	0.0	3.4	6.9	Jewelry
90.6	3.1	6.3	0.0	0.0	0.0	0.0	0.0	0.0	Personal care products
52.5	0.0	42.5	2.5	0.0	0.0	0.0	0.0	2.5	Over-the-counter drugs
8.6	0.0	34.2	8.6	34.3	0.0	0.0	2.9	11.4	Furniture
30.3	0.0	36.3	6.1	15.2	0.0	3.0	3.0	6.1	Sporting goods
25.7	5.7	45.7	2.9	17.1	0.0	0.0	0.0	2.9	Appliances
33.3	0.0	44.4	5.6	13.9	0.0	0.0	0.0	2.8	Electronics
13.2	0.0	42.1	7.9	28.9	0.0	0.0	7.9	0.0	Men's apparel
12.1	0.0	33.3	3.0	39.4	0.0	0.0	6.1	6.1	Women's apparel
25.0	0.0	20.8	4.2	29.2	0.0	0.0	0.0	20.8	Children's apparel
22.2	0.0	38.8	5.6	25.0	0.0	5.6	2.8	0.0	Shoes
31.6	42.1	18.4	0.0	2.6	0.0	5.3	0.0	0.0	Banking
10.5	18.4	34.1	18.4	7.9	2.6	7.9	0.0	0.0	Dining out
40.0	10.0	20.0	0.0	0.0	0.0	0.0	0.0	30.0	Alcoholic beverages
14.3	57.0	22.9	2.9	0.0	0.0	0.0	0.0	2.9	Barber / hair styling
34.2	34.3	28.6	0.0	0.0	0.0	0.0	0.0	2.9	Dry cleaning

PERCENTAGES

19. What is the most convenient day(s) for you to do your shopping ON-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

9AM-1PM	1PM-4PM	4PM-9PM	
7	7	12	Monday
7	9	11	Tuesday
6	8	9	Wednesday
6	9	14	Thursday
7	9	11	Friday
18	16	5	Saturday
5	16	6	Sunday
3	3	3	No Preference

9AM-1PM	1PM-4PM	4PM-9PM	
3.4%	3.4%	5.8%	Monday
3.4%	4.3%	5.3%	Tuesday
2.9%	3.9%	4.3%	Wednesday
2.9%	4.3%	6.9%	Thursday
3.4%	4.3%	5.3%	Friday
8.7%	7.8%	2.4%	Saturday
2.4%	7.8%	2.9%	Sunday
1.4%	1.4%	1.4%	No Preference

20. What is the most convenient day(s) for you to do your shopping OFF-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

9AM-1PM	1PM-4PM	4PM-9PM	
8	6	18	Monday
8	6	17	Tuesday
6	6	17	Wednesday
6	5	16	Thursday
9	5	16	Friday
15	12	12	Saturday
10	17	13	Sunday
2	2	2	No Preference

9AM-1PM	1PM-4PM	4PM-9PM	
3.4%	2.6%	7.6%	Monday
3.4%	2.6%	7.3%	Tuesday
2.6%	2.6%	7.3%	Wednesday
2.6%	2.1%	6.8%	Thursday
3.8%	2.1%	6.8%	Friday
6.4%	5.1%	5.1%	Saturday
4.3%	7.2%	5.6%	Sunday
0.9%	0.9%	0.9%	No Preference

21. If you have any additional comments or suggestions, please make them below and on the back of this sheet.

A. Whiteman AFB facilities as a whole.

- (1) 1 Limited amount of facilities
 (2) 1 Need a place to eat an evening meal during the week

(3) 1 Base facilities are handy

B. Base Exchange (BX) (Whiteman AFB)

- (1) 5 Need competitive prices
- (2) 3 Lack of selection
- (3) 1 Lay-a-Way policy is inconsistent (TVs vs Computer purchase)
- (4) 1 Need better service
- (5) 1 Need to enlarge the sporting goods selection
- (6) 1 Fliers are effective advertising

C. Bowling Alley (Whiteman AFB)

- (1) 1 Need competitive prices

D. Commissary (Whiteman AFB)

- (1) 2 Need better service
- (2) 2 Need to expand hours
- (3) 1 Inconvenient check-out area
- (4) 1 Need better produce section
- (5) 1 Need competitive prices
- (6) 1 Great produce section

E. Non-Commissioned Officers Club (Whiteman AFB)

- (1) 1 Need better overall operations

F. Optical Shop (Whiteman AFB)

- (1) 1 Good prices

G. Service Station (Whiteman AFB)

Note: No service station currently exists

- (1) 3 Need a base service station
- (2) 2 Need good repair capabilities

H. Knob Noster, MO

- (1) 4 Need more facilities to shop (Wal-Mart, K-Mart) and eat (McDonalds, Burger King, or Taco Bell)
- (2) 2 Needs a face lift
- (3) 1 Need a drug store
- (4) 1 Need another bank
- (5) 1 Need better service
- (6) 1 Need competitive prices
- (7) 1 Need to expand hours

I. Other Comments

- (1) 1 No entertainment

SHOPPER'S SURVEY
Summary of Retired Military Living in
OTHER than the Knob Noster Area

1. Please indicate whether you are:

A.	53	98.1%	Males
B.	1	1.9%	Females

2. Please indicate whether you are:

A.	52	96.3%	Married
B.	2	3.7%	Single

3. Please indicate the number of children you have in your household in the following age categories.

A.	14	25.9%	Households WITH children
B.	40	74.1%	Households WITHOUT children
	1	3.7%	Birth to 5 years old
	5	18.5%	6 - 12 years old
	11	40.8%	13 - 18 years old
	10	37.0%	19 and above

4. Please indicate your status.

D.	54	Retired military living in other than Knob Noster area
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5. If you live ON-base go to question 6, if you live OFF-Base, indicate the approximate driving distance you live from Whiteman AFB.

B.	13	24.1%	Within 10 miles
C.	14	25.9%	10 - 20 miles
D.	10	18.5%	20 - 30 miles
E.	7	13.0%	30 - 40 miles
F.	9	16.7%	Greater than 40 miles
G.	1		No response

6. For Retired personnel, indicate the time you have lived in this area.

A.	0	0.0%	Less than one year
B.	0	0.0%	One to three years
C.	4	7.4%	Four to seven years
D.	47	87.0%	Over seven years
E.	3	5.6%	No response

7. Which of the following age groups describe your age?

D.	12	22.2%	40 - 49
E.	15	27.8%	50 - 59
F.	25	46.3%	60 or older
G.	2	3.7%	No response

8. Please indicate whether your spouse works.

A.	17	33.3%	Full-time
B.	9	17.6%	Part-time
C.	25	49.1%	Does not work
D.	2		No spouse
E.	1		No response

9. What was your total household income for the past year?

A.	0	0.0%	0 - \$9,999
B.	6	11.1%	\$10,000 - \$19,999
C.	15	27.8%	\$20,000 - \$29,999
D.	13	24.1%	\$30,000 - \$39,999
E.	18	33.3%	\$40,000 - or more
F.	2	3.7%	No response

10. What is the highest level of education you have completed?

B.	15	27.8%	High School (including GED)
C.	19	35.1%	Less than two years of college
D.	3	5.6%	Two year college degree
E.	8	14.8%	Four year college degree
F.	7	13.0%	Graduate Degree
G.	2	3.7%	No response

11. How many times do you and your spouse usually shop ON-base?

A.	11	20.4%	Less than once a month
B.	29	53.6%	One to three times a month
C.	10	18.5%	Four to six times a month
D.	3	5.6%	More than six times a month
E.	1	1.9%	No response

12. Rate the Base shopping facilities in the following areas: (please put a check in the area that indicates your rating.)

Very Good	Good	Fair	Poor	Very Poor	No Response	
11	23	10	3	0	7	Competitive prices
20	25	2	1	0	6	Adequate parking
8	19	18	2	1	6	Product/Service selection
13	28	5	0	1	7	Convenience of locations
8	25	11	3	1	6	Convenience of hours
8	24	4	0	0	18	Financing/terms of payment
9	19	3	0	1	22	Use of Credit Cards

Very Good	Good	Fair	Poor	Very Poor	No Response	
20.4%	42.5%	18.5%	5.6%	0.0%	13.0%	Competitive prices
37.0%	46.3%	3.7%	1.9%	0.0%	11.1%	Adequate parking
14.8%	35.2%	33.3%	3.7%	1.9%	11.1%	Product/Service selection
24.0%	51.8%	9.3%	0.0%	1.9%	13.0%	Convenience of locations
14.8%	46.2%	20.4%	5.6%	1.9%	11.1%	Convenience of hours
14.8%	44.5%	7.4%	0.0%	0.0%	33.3%	Financing/terms of payment

16.7% 35.2% 5.6% 0.0% 1.9% 40.6% Use of Credit Cards

13. How many times do you and your spouse usually shop OFF-base?

A.	3	5.6%	Less than once a month
B.	9	16.7%	One to three times a month
C.	14	25.9%	Four to six times a month
D.	27	49.9%	More than six times a month
E.	1	1.9%	No response

14. Please rate where you shop most frequently OFF-base. "1" for most frequent, "2" for second most frequent, and "3" for third most frequent.

First	Second	Third	
0	1	4	Columbia
5	28	8	Kansas City
0	3	2	Knob Noster
21	4	9	Sedalia
14	5	6	Warrensburg
8	2	9	Other (please specify)
6	11	16	Improper Answer

First	Second	Third	
0.0%	1.9%	7.4%	Columbia
9.3%	51.8%	14.8%	Kansas City
0.0%	5.6%	3.7%	Knob Noster
38.9%	7.4%	16.7%	Sedalia
25.9%	9.3%	11.1%	Warrensburg
14.8%	3.7%	16.7%	Other (please specify)
11.1%	20.3%	29.6%	Improper Answer

15. Please rate the shopping facilities of the city where you shop most frequently (from question 14) OFF-base. (Please put a check in the area that indicates your rating.)

Very Good	Good	Fair	Poor	Very Poor	No Response	
11	32	10	0	0	1	Competitive prices
13	36	3	1	0	1	Adequate parking
10	30	11	1	0	2	Product/Service selection
16	30	6	0	0	1	Convenience of locations
23	26	4	0	0	1	Convenience of hours
10	23	4	0	2	15	Financing/terms of payment
16	20	3	0	1	14	Use of Credit Cards

Very Good	Good	Fair	Poor	Very Poor	No Response	
20.4%	59.2%	18.5%	0.0%	0.0%	1.9%	Competitive prices
24.0%	66.6%	5.6%	1.9%	0.0%	1.9%	Adequate parking
18.5%	55.5%	20.4%	1.9%	0.0%	3.7%	Product/Service selection
29.5%	55.5%	11.1%	1.9%	0.0%	1.9%	Convenience of locations
42.6%	48.1%	7.4%	0.0%	0.0%	1.9%	Convenience of hours
18.5%	42.6%	7.4%	0.0%	3.7%	27.8%	Financing/terms of payment

29.6% 37.0% 5.6% 0.0% 1.9% 25.9% Use of Credit Cards

16. Please estimate (roughly) where you spend the most money OFF-base. "1" for most money, "2" for second largest amount, and "3" for third largest amount.

First	Second	Third	
0	1	4	Columbia
6	30	8	Kansas City
0	3	2	Knob Noster
21	4	10	Sedalia
13	4	8	Warrensburg
9	2	8	Other (please specify)
5	10	14	Improper Answer

First	Second	Third	
0.0%	1.9%	7.4%	Columbia
11.1%	55.5%	14.8%	Kansas City
0.0%	5.6%	3.7%	Knob Noster
38.8%	7.4%	18.5%	Sedalia
24.1%	7.4%	14.8%	Warrensburg
16.7%	3.7%	14.8%	Other (please specify)
9.3%	18.5%	26.0%	Improper Answer

17. Please rank the three main reasons why you and your spouse shop OFF-base. "1" for the most important, "2" for the second most important, and "3" for the third most important.

First	Second	Third	
0	0	0	Adequate parking
14	8	2	Already there for reasons other than shopping
5	5	1	Low prices
3	5	4	Convenient hours
0	0	0	Courteous salespeople
0	1	0	Different atmosphere/change of scenery
9	7	6	Non-availability of products/services ON-base
1	6	6	Special sales or discounts
2	4	11	Wider product selection
1	2	4	Quality of merchandise
0	1	0	Terms or payment
8	0	0	Other (convenience/distance)
11	16	20	Improper response

First	Second	Third	
0.0%	0.0%	0.0%	Adequate parking
25.8%	14.5%	3.7%	Already there for reasons other than shopping
9.3%	9.1%	1.9%	Low prices
5.6%	9.1%	7.4%	Convenient hours
0.0%	0.0%	0.0%	Courteous salespeople
0.0%	1.8%	0.0%	Different atmosphere/change of scenery
16.7%	12.7%	11.1%	Non-availability of products/services ON-base
1.9%	10.9%	11.1%	Special sales or discounts
3.7%	7.3%	20.4%	Wider product selection
1.9%	3.6%	7.4%	Quality of merchandise
0.0%	1.8%	0.0%	Terms or payment

14.8%
20.3%

0.0%
29.2%

0.0%
37.0%

Other (convenience/distance)
Improper response

18. Please indicate where you make the majority of your purchases for each of the following product/service:

KN = Knob Noster, Wnbg = Warrensburg, Sed = Sedalia

KC = Kansas City, Col = Columbia, Otr = Other

No resp = No response or Not Applicable

ON-Base	KN	Wnbg	Sed	KC	Col	Otr	Cat-alog	NO Resp	
3	0	15	17	4	0	12	0	0	Hardware
0	0	15	20	3	0	14	0	0	Auto parts / accessories
10	0	6	10	8	0	6	0	4	Toys
34	0	5	6	2	0	7	0	0	Groceries
5	0	9	15	3	0	10	0	2	School / office supplies
14	0	4	13	11	0	9	0	1	Jewelry
29	0	6	13	3	0	11	0	0	Personal care products
17	0	5	14	3	0	11	0	2	Over-the-counter drugs
0	0	6	18	15	0	9	0	0	Furniture
9	0	7	15	7	0	8	0	3	Sporting goods
8	0	10	16	11	0	7	0	0	Appliances
10	0	9	12	12	0	8	0	2	Electronics
6	0	7	14	18	0	7	1	0	Men's apparel
7	0	8	13	18	0	6	0	1	Women's apparel
7	0	4	8	9	0	6	0	10	Children's apparel
10	0	7	14	13	0	7	0	1	Shoes
0	4	13	19	4	0	14	0	0	Banking
1	0	10	19	13	0	9	0	1	Dining out
4	1	5	12	4	0	6	0	14	Alcoholic beverages
8	3	11	18	3	0	11	0	1	Barber/hair styling
3	0	12	18	3	0	13	0	2	Dry cleaning

ON-Base	KN	Wnbg	Sed	KC	Col	Otr	Cat-alog	NO Resp	
PERCENTAGES									
5.9	0.0	29.4	33.4	7.8	0.0	23.5	0.0	0.0	Hardware
0.0	0.0	28.8	38.5	5.8	0.0	26.9	0.0	0.0	Auto parts / accessories
22.8	0.0	13.6	22.7	18.2	0.0	13.6	0.0	9.1	Toys
62.9	0.0	9.3	11.1	3.7	0.0	13.0	0.0	0.0	Groceries
11.4	0.0	20.5	34.1	6.8	0.0	22.7	0.0	4.5	School / office supplies
26.9	0.0	7.7	25.0	21.2	0.0	17.3	0.0	1.9	Jewelry
46.8	0.0	9.7	21.0	4.8	0.0	17.7	0.0	0.0	Personal care products
32.7	0.0	9.6	26.9	5.8	0.0	21.2	0.0	3.8	Over-the-counter drugs
0.0	0.0	12.5	37.4	31.3	0.0	18.8	0.0	0.0	Furniture
18.4	0.0	14.3	30.6	14.3	0.0	16.3	0.0	6.1	Sporting goods
15.4	0.0	19.2	30.8	21.2	0.0	13.5	0.0	0.0	Appliances
18.9	0.0	17.0	22.6	22.6	0.0	15.1	0.0	3.8	Electronics
11.3	0.0	13.2	26.4	34.0	0.0	13.2	1.9	0.0	Men's apparel
13.2	0.0	15.1	24.5	34.0	0.0	11.3	0.0	1.9	Women's apparel
15.9	0.0	9.1	18.2	20.5	0.0	13.6	0.0	22.7	Children's apparel
19.2	0.0	13.5	26.9	25.0	0.0	13.5	0.0	1.9	Shoes
0.0	7.4	24.1	35.2	7.4	0.0	25.9	0.0	0.0	Banking
1.9	0.0	18.9	35.8	24.5	0.0	17.0	0.0	1.9	Dining out
8.7	2.2	10.9	26.1	8.7	0.0	13.0	0.0	30.4	Alcoholic beverages

14.5	5.5	20.0	32.7	5.5	0.0	20.0	0.0	1.8	Barber / hair styling
5.9	0.0	23.5	35.3	5.9	0.0	25.5	0.0	3.9	Dry cleaning
PERCENTAGES									

19. What is the most convenient day(s) for you to do your shopping ON-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

9AM-1PM	1PM-4PM	4PM-9PM	
9	4	7	Monday
14	9	7	Tuesday
13	7	8	Wednesday
15	8	12	Thursday
13	8	6	Friday
24	13	9	Saturday
5	11	7	Sunday
4	4	4	No Preference

9AM-1PM	1PM-4PM	4PM-9PM	
4.1%	1.8%	3.2%	Monday
6.3%	4.1%	3.2%	Tuesday
5.9%	3.2%	3.6%	Wednesday
6.8%	3.6%	5.3%	Thursday
5.9%	3.6%	2.7%	Friday
10.8%	5.9%	4.1%	Saturday
2.3%	5.0%	3.2%	Sunday
1.8%	1.8%	1.8%	No Preference

20. What is the most convenient day(s) for you to do your shopping OFF-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

9AM-1PM	1PM-4PM	4PM-9PM	
9	8	9	Monday
1	7	10	Tuesday
5	6	9	Wednesday
4	7	9	Thursday
9	9	13	Friday
20	14	12	Saturday
7	13	10	Sunday
9	10	9	No Preference

9AM-1PM	1PM-4PM	4PM-9PM	
4.1%	3.7%	4.1%	Monday
0.5%	3.2%	4.6%	Tuesday
2.3%	2.7%	4.1%	Wednesday
1.8%	3.2%	4.1%	Thursday
4.1%	4.1%	5.9%	Friday
9.1%	6.4%	5.5%	Saturday
3.2%	5.9%	4.6%	Sunday
4.1%	4.6%	4.1%	No Preference

21. If you have any additional comments or suggestions, please make them below and on the back of this sheet.

A. Whiteman AFB facilities as a whole

- (1) 2 Need to expand hours
- (2) 1 Distance precludes purchases ON-base
- (3) 1 Lack desirable dining facilities
- (4) 1 Need fast-food facility
- (5) 1 Poor quality
- (6) 1 Enjoys shopping on Whiteman AFB

B. Base Exchange (BX) (Whiteman AFB)

- (1) 4 Need competitive prices
- (2) 2 Lack of selection
- (3) 1 Need to enlarge the men's clothing selection

C. Commissary (Whiteman AFB)

- (1) 2 Need to expand hours
- (2) 1 Change express line policy to include checks
- (3) 1 Lack of selection
- (4) 1 Too many lines
- (5) 1 Good competitive prices

D. Non-Commissioned Officers Club (Whiteman AFB)

- (1) 1 Need competitive prices

E. Local communities

- (1) 1 Lack desirable dining facilities